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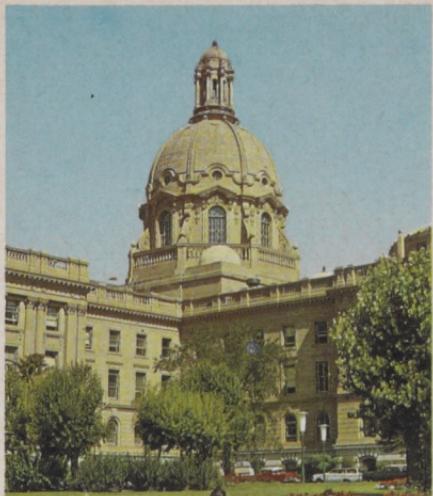
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EDMONTON VISITORS' GUIDE

PUBLISHED ANNUALLY BY

H. E. HAMLY

Lithographed by Commercial Printers Ltd.,
Jasper Ave. at 109 Street

EDMONTON, ALBERTA, CANADA

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LITHOGRAPHED IN CANADA

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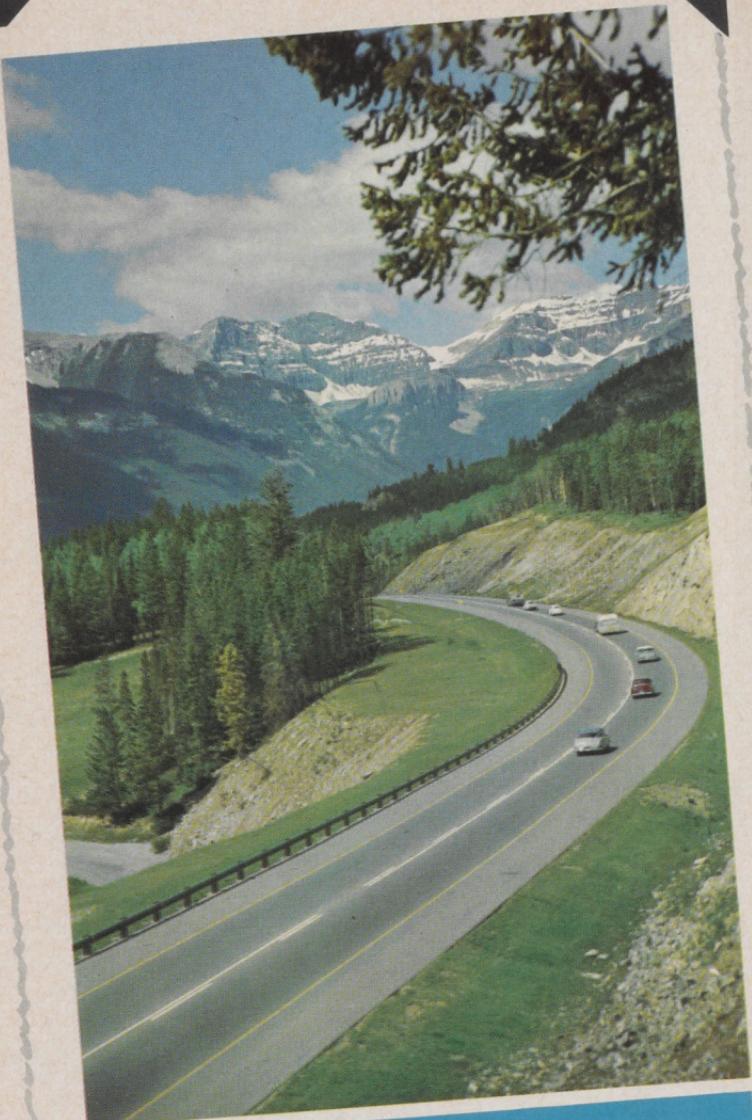
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\$800



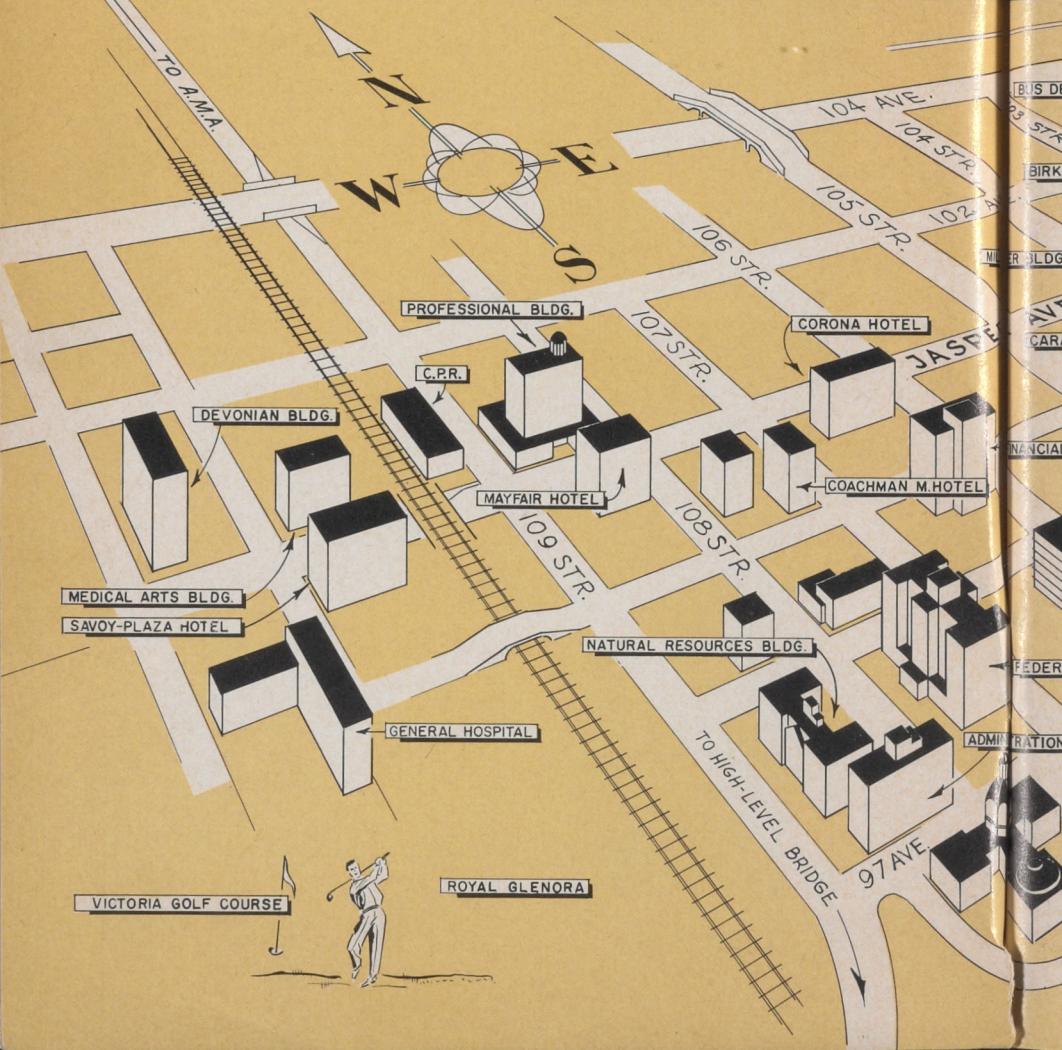
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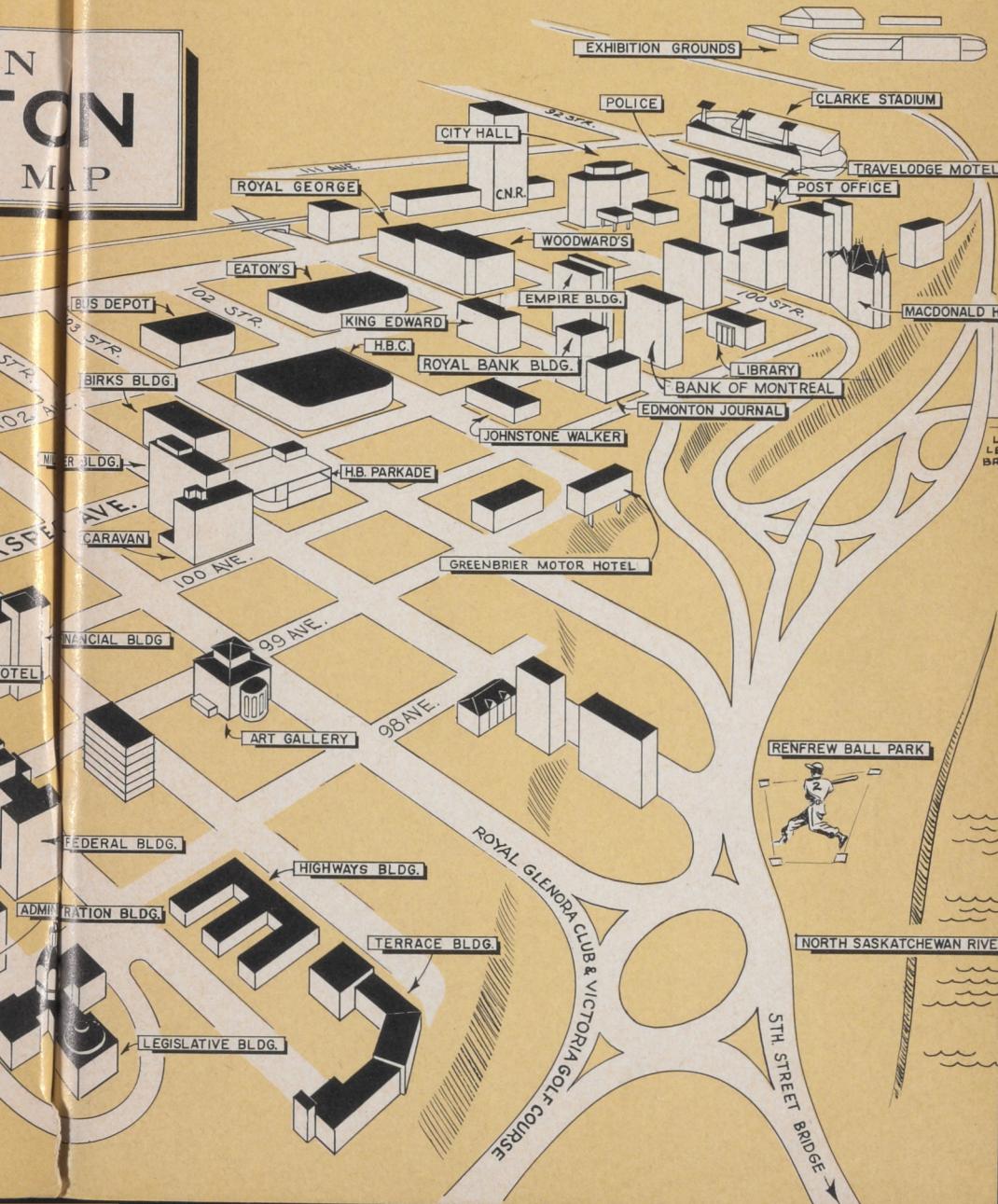
MUNICIPAL AIRPORT



DOWNTOWN EDMONTON ORIENTATION MAP



N
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MAP





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Welcome to Edmonton!

The city gates are open wide . . .

a warm and friendly welcome awaits you here.

This little book is your key to the City of Edmonton. Its pages are packed with information about tourist services; interesting places to visit and exciting things to do while you are here. May you enjoy every minute of your sojourn here, and may you take home happy memories of Edmonton, one of Canada's most fascinating cities!

EDMONTON



A BRIEF HISTORICAL BACKGROUND

IT WAS only sixty-one years ago that the little frontier town of Edmonton received its charter as the City of Edmonton, but in that short span of years a raw western village has become one of the largest cities in Canada. From the very beginning its destiny has been shaped by men of vision and imagination, men who made things happen, who worked and planned for a city that would play a major role in the economic life of their country.

The present City of Edmonton has its origins far back in the quest for furs which marked the first phase of the development of Canada's great northwest. The early Fort Edmonton was a lonely fur trading post built on the banks of the Saskatchewan River by the Hudson's Bay Company in 1795. A short distance upriver the company's fierce rival, the North West Company, established its western post, and for some twenty-five years these two little fur-trading posts dwelt side by side, engaged in a deadly battle for the region's fur trade, yet often united for mutual protection against repeated forays by the territory's warlike Indians. Finally, in 1821, the two companies united and eventually Fort Edmonton became established as an important post in the vast wilderness of the northwest.

Although it was the only stopping-off place, the centre and gathering point for the westbound march of civilization, the lonely little outpost led a precarious existence for several decades. Until the building of the transcontinental railroad in the late 1880s, the Saskatchewan River was the only highway across the plains. Plying its waters, freight-laden canoes and little York boats carried goods and supplies from Fort Garry (now Winnipeg) to Fort Edmonton, returning with precious cargoes of furs. Eventually, following the river's course, came the old Red River carts, burdened with supplies and bringing the first settlers to the prairies.

When, in 1873, the Reverend George McDougall erected the first building outside the Fort's stockade and several families staked out claims along the river, the Village of Edmonton was founded.

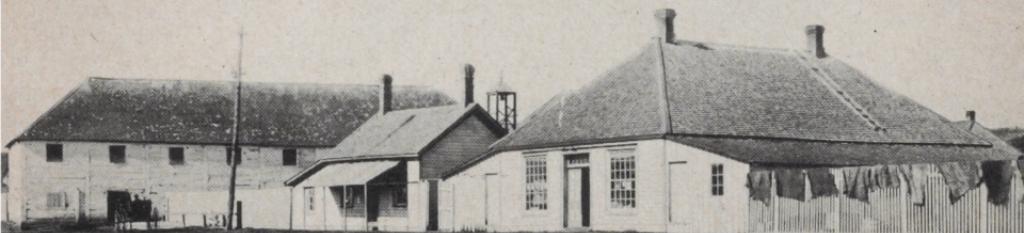
But it was still an isolated settlement when, in 1879, Edmonton was finally reached by a telegraph line from Winnipeg. About this time, too, a fleet of four wood-burning steamboats operating between Lake Winnipeg and Edmonton brought a closer contact with the outside world. The future of the pioneer village was yet uncertain, however, when in 1880 Frank Oliver, who had arrived a few years earlier, founded the first newspaper, the "Edmonton Bulletin." This

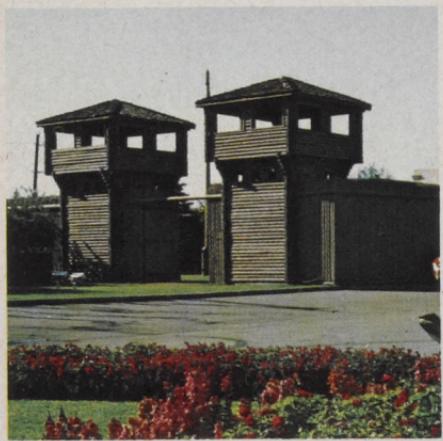
man had an abounding faith in the great prospects of the young settlement, and for many years, through his newspaper and through his political activities, he led the town through a stubborn battle for its very life. To the Honourable Frank Oliver the present city of Edmonton probably owes more than to any other single man who influenced its early growth.

The challenge of a new, untrammelled territory brought more and more settlers to the area. Men who came out to fight in the North West Rebellion stayed on and sent for their families and friends. Great numbers of the crews who pushed the railroad across the prairies decided to remain and join in the building of the west. In 1891, when the first spur of the railroad from Calgary reached Edmonton, the town numbered 400 people. During the Klondike Gold Strike of 1898, Edmonton became the starting point of a disastrous overland trek to the north, and the population swelled temporarily to about 3,000. In 1904 the thriving community became a city, and two years later was made the capital of the newly formed Province of Alberta. By 1912 the population had increased to nearly 30,000 people. A tremendous real estate boom that had been gaining impetus during these years now culminated in fantastic sales of Jasper Avenue property for as much as \$2,000 a frontage foot before the bubble burst.

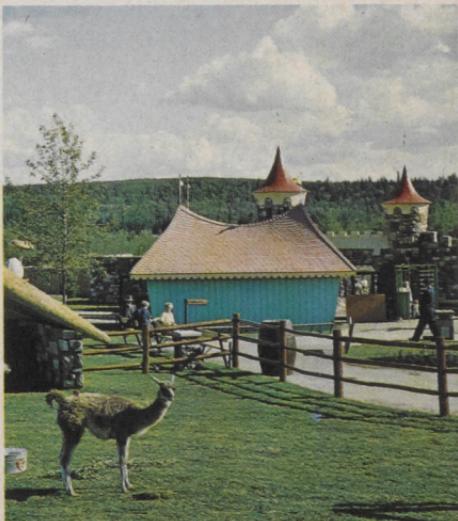
However, with the building of railways linking Edmonton with the east, the west, and the great Mackenzie river valley of the north, the economic future of the city was assured. Expansion and growth settled into a more even pace until the developments of recent years. Today the solitary little outpost of the North West Territories has become a great, sprawling metropolis, gateway to the north country, centre of Canada's oil industry and entering a new era of industrial expansion that may well make Edmonton one of the nation's major industrial centres.

This was the Hudson's Bay Company's old Fort Edmonton in 1898
Copyright Ernest Brown Collection, Cultural Activities Branch, Province of Alberta





A faithful replica of a part of old Fort Edmonton—Molson's Edmonton House



Enchantment for children at Storyland Valley Zoo

EDMONTON TODAY

Prospectors, outfitting at Edmonton for the rush to the Klondike in 1898, found a sprawling little pioneer town in the wilderness. Today the tourist finds a busy, bustling metropolis, a city of great modern buildings, wide paved streets and fine homes.

There is a strong flavor of enthusiasm, of interest and excitement —of big things happening — in this Edmonton. People are busy. Much is being accomplished. There is something akin to urgency in the fast pace of industrial growth of the city. No staid and settled old town, this, but a young, strong, thriving city, standing on tiptoe to glimpse the future—impatient to achieve the inevitable greatness that is daily forecast by new events and new expansion.

Industry and Production

Focal point of a rich farming, lumbering and mining area, situated at the threshold of the Peace River country and the vast north, Edmonton, railhead of the province, is the natural marketing and distribution centre for the riches of land and mine, forest and stream. Supporting an economy based mainly on agriculture, the city had, until recent years, confined its industrial and manufacturing activities, for the most part, to production serving the needs of the immediate area.



But with the development of the tremendous oilfields of the region, industrial growth has forged rapidly forward. A startling program of mushrooming expansion has overtaken the city. Vast reserves of natural gas make available the necessary power, and in some cases, the raw materials, for all kinds of industrial projects. This, together with Edmonton's strategic location and the prospects of the oil industry, has brought hundreds of new enterprises here. The establishment of giant chemical industries, satellite secondary industries, and a large number of manufacturing, assembly and distributing plants is a direct outgrowth of oil and gas discoveries. Edmonton is recognized today as the logical location for new industry in the west. Complete information regarding opportunities, markets and costs of operation may be obtained from the Commissioner of Planning and Development, City Hall, Edmonton.

Commerce

One of the important wholesale and jobbing centres of the continent, Edmonton also does a tremendous retail mercantile business, for the city is the main shopping centre for northern and central Alberta. In the business section of the town are left only a few of the original buildings of "Old Edmonton," and high above them tower the many stories of tall office buildings and sleek, modern department stores. All along Jasper Avenue gleam acres of display windows. Hundreds of flashing neon signs and dignified gold-leaf lettering proclaim every kind of merchandise and business service imaginable. Edmonton has become a commercial and financial centre.

In step with urban renewal programs all over the continent, the City of Edmonton has planned the complete reconstruction of the city centre, an area of several blocks centering on the recently built city hall. A \$50,000,000 construction program is now under way, with three tall, modern office towers now completed and a huge CNR office tower, a new post office and a large hotel under construction. Such other facilities as a new library, an art gallery, a legal building, the Centennial Building, and a new farmers' market building, already in use,





will surround a large open esplanade and park. Expected to be completed within five years, this reconstruction of the heart of the business centre will bring new beauty, new vitality and liveliness to the entire downtown area of Edmonton.

The city's telephone and transportation systems, the light, water and power plants are city-owned and operated. To meet the demands of rapid expansion in recent years, the telephone, water and sewer facilities, paved roads and sidewalks have more than tripled since 1950.

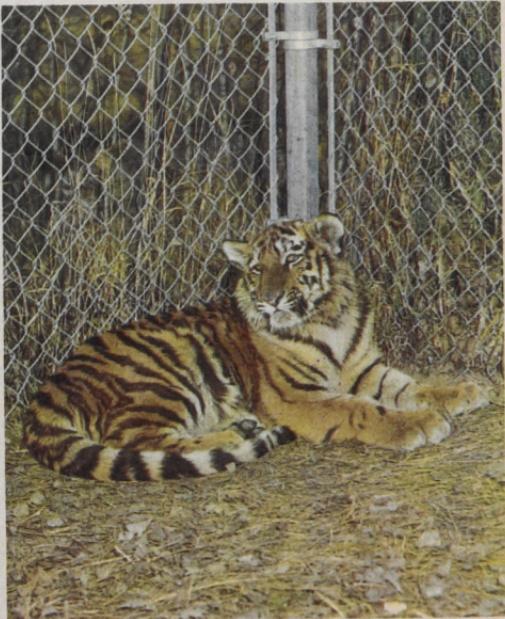
Education

The tremendous increase in population has more than doubled the enrolment in Edmonton public schools in the past ten years and this has meant a huge school-building program. All new districts are well provided for and Edmonton schools are amongst the finest on the continent, well equipped and well staffed. All are surrounded by large, attractive playing grounds with lawns, trees and shrubs.

The large high schools accommodate as many as 63 classes each, and provide gymnasiums, science laboratories, libraries, cafeterias, and large auditoriums. There are at present 180 public and separate schools, with a total enrolment of 83,571 students. Two vocational



The colorful "Little Klondike Queen" plys the river on delightful pleasure cruises. An additional top deck will increase its capacity and enhance its appearance this season.



A great variety of animals awaits you at the Alberta Game Farm.

training schools operate in conjunction with two of the city's high schools. A technical trade training school, opened in the fall of 1963, is operated by the Alberta Government.

The continually expanding University of Alberta, which has for many years enjoyed an enviable reputation in educational circles, is located in Edmonton. More than 10,000 students annually enrol in the fifteen schools of study offered at the university. One of Edmonton's nine large, modern hospitals is connected with the University School of Medicine. Alberta's School for the Deaf, one of the few such schools on the continent, and noted for its methods and progress since it opened a few years ago, is also located in Edmonton.

The Edmonton Public Library, its six branches, and the Edmonton Art Gallery are open to the public every day. Jacox Galleries, a private gallery, has continuous showings of works of western Canadian artists.

Cultural Activities

There are many active groups in the city interested in art, music and drama, and much fine work is produced each season by these people. The city has its own symphony orchestra, a professional opera company, a number of amateur drama organizations and several amateur musical groups presenting opera, light opera and musical comedy productions. Many of the world's finest concert artists, dance, opera and symphony groups appear in the city each season. The opening of the magnificent new Jubilee Auditorium, one of the finest concert halls on the continent, has stimulated a real resurgence of the lively arts in Edmonton.

Sports and Recreation

Interest in outdoor recreation is also keen, and the city's athletic parks, golf courses, tennis courts, bowling greens, swimming pools and skating rinks are always in constant use. Spectator sports, such as football, baseball and hockey draw big crowds. A number of dancing spots, night clubs and motion-picture theatres cater to the city's night life.

And what of the people of the city — this meeting-place of many races? They are a friendly, energetic people — a busy people who work hard and play hard, but always have time for the friendly word that welcomes the stranger to their gates. Brisk, lively, alert, typically western in their broad outlook, their breezy manner, and their cordial hospitality, the people of Edmonton look into the future with confidence. They have great faith in their city and they are fully aware of the tremendous proportions the present expansion may reach.

GREETINGS

A HEARTY WELCOME

On behalf of the City Council and the citizens of Edmonton, it gives me great pleasure to extend a warm and hearty welcome to all the visitors of Edmonton and Alberta.

It is our sincere wish that your visit be a most pleasant and memorable event. We invite you to share with us our many delightful parks and playgrounds, our varied cultural and entertainment facilities, and to enjoy in full, the many amenities our City has to offer.

May your visit to Alberta and to Edmonton, whether on business or for pleasure, be a long remembered and happy occasion.

A handwritten signature in black ink, appearing to read "C. J. Darby".

MAYOR

CITY OF EDMONTON



Interesting Facts and Figures About the City of Edmonton

Altitude	2,182 feet
Area	85.6 square miles
Parks and playgrounds area	4,812 acres
Population, 1964	357,696
School enrolment	83,571
Number of dwelling units, Edmonton proper	95,137
Number of business places, Edmonton proper, approx.	8,497
Value of building permits issued in 1964	\$100,854,661
Commercial	\$ 32,612,909
Institutional	\$ 24,287,371
Residential and Apartments	\$ 42,389,182
Miscellaneous	\$ 1,565,199
Retail Sales in Edmonton, 1964	\$453,000,000
Gross value of manufacturing production, 1964	\$492,000,000
1965 assessment	\$630,833,150
Gross income of population in the Edmonton trading area, 1963	est. \$810,000,000

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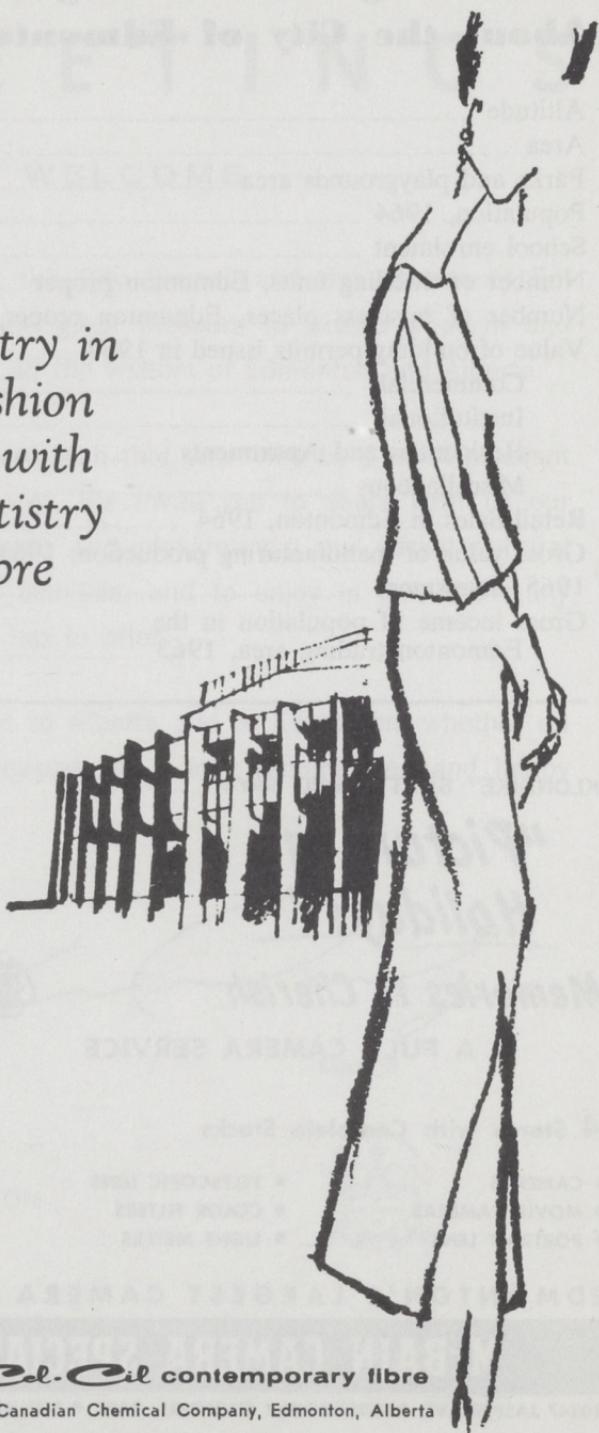
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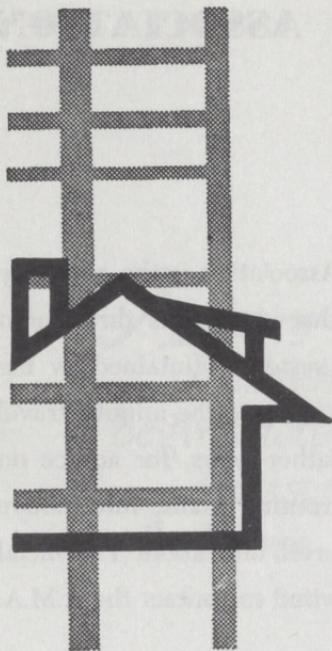


IN EDMONTON, the Alberta Motor Association is the authority on motor travel, road conditions and weather conditions throughout the province. An efficient communications system maintained by the Association ensures the motorist of accurate, up-to-the-minute travel information of all kinds. For road and weather news, for advice on the best routes to travel, for road maps, routing plans, informative folders and brochures about points of interest and about Provincial and National Parks, visiting motorists are invited to contact the A.M.A.

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Edmonton is rich in history and in tourist attractions. It has all the amenities of a modern metropolitan city of some 357,000.

Since 1889, the Chamber has been associated with many developments and activities that have contributed to Edmonton's growth. With a prosperous agricultural base, Edmonton has developed into a major industrial and commercial centre. Last year building permits in Edmonton reached a record of over \$100 million. The educational and research facilities here will play an increasingly important role in meeting the demands of our technological age.

The Chamber works very closely with the City of Edmonton in many areas and particularly in Tourist and Convention promotion. The services of the Edmonton Convention Bureau in the offices of the Chamber are available to the increasing number of conventions coming to Edmonton.

The Chamber trusts that you will have a pleasant visit to Edmonton and we hope you will come back again.

Welcome Friend!

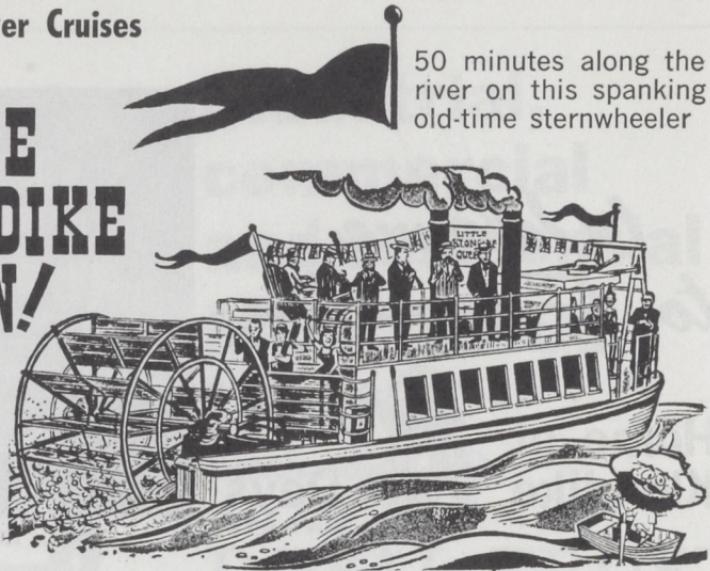
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TOURIST INFORMATION

EDMONTON'S TOURIST INFORMATION BUREAU is located at 5068 Calgary Trail, on Highway 2, along the southern approach to the city. The Bureau is open to welcome you to Edmonton from 9 o'clock in the morning to 9 o'clock in the evening, seven days a week, from June 15th to September 15th. During winter months, it is open daily from 9 a.m. to 5 p.m. Visitors to the city are cordially invited to drop in for any information they may require.

Informative folders and other descriptive literature dealing with Central and Northern Alberta, the Alaska Highway and all National Parks in Alberta are available here, as well as Alberta road maps. The friendly, efficient staff is always happy to be of assistance and all members are prepared to give you information and help you with route planning. Tourist information is also available by telephoning the Edmonton Tourist Bureau at 434-5322 or 434-7207.

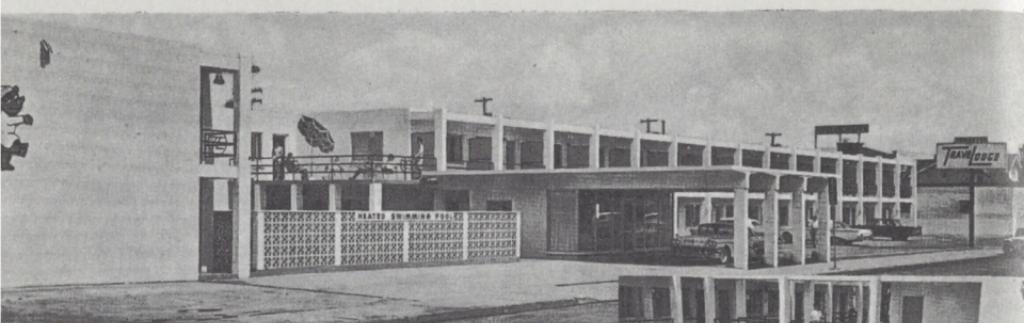
THE ALBERTA GOVERNMENT TRAVEL BUREAU is located at 331 Highways Building and also operates a tourist information office in the front lobby of the Legislative Building at 109th Street and 98th Avenue, where information on all points in Alberta may be obtained.

THE EDMONTON CONVENTION BUREAU, operated by the Edmonton Chamber of Commerce, at 9905 - 101A Avenue, phone 422-0294, has full information on convention facilities in Edmonton and will be pleased to help you with convention plans, and to make suggestions for entertainment and sightseeing programs for delegates.

SIGHTSEEING TOURS

Information regarding sightseeing bus tours of the city may be obtained at the Edmonton Tourist Bureau, or at the Information Desk on the main floor of City Hall. Tickets and tour information are also available at the cashier's desk in the lobby of the Macdonald Hotel on Jasper Avenue and 100th Street, or by phoning Capital City Sightseeing Tours at 434-3165.





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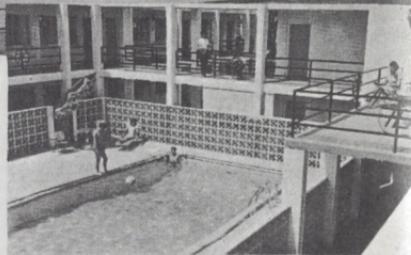
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CAPITAL CITY SIGHTSEEING TOURS

TOUR No. 1

CITY TOUR WITH RIVER CRUISE

4:00 p.m. daily; 3 1/4 hrs.
\$3.75; children \$2.00

Civic Centre, McDougall Memorial Church, stop at Molson's Edmonton House, residential drive, Groat Bridge, stop at Jubilee Auditorium, University and Legislative Building, followed by 1-hr. river cruise on the Little Klondike Queen.

TOUR No. 2 CITY TOUR

4:00 p.m. daily; 2 hrs.
\$2.00; children \$1.00

2-hr. city tour, following same route as Tour No. 1, but without the river cruise.

TOUR No. 3 DELUXE TOUR

1:00 p.m. daily; 3 hrs.
\$3.00; children \$1.50

City Hall, Civic Centre, stop at Legislative Building, site of Old Fort Edmonton, High Level Bridge, University Cam-

pus, stop at Jubilee Auditorium, fine residential areas, Groat Bridge and stop at Storyland Valley.

TOUR No. 4

ALBERTA GAME FARM
9:00 a.m. daily; 3 1/2 hrs.
\$3.75; children \$1.50

Operated by Mr. and Mrs. Al Oeming, the famous Alberta Game Farm houses 1,800 different species of birds and animals, including many rare specimens.

TICKETS AND INFORMATION AT MACDONALD HOTEL CASHIER'S DESK, PHONE 424-5181.
TOUR INFORMATION AT INFORMATION DESK, CITY HALL, 424-0211, local 310, AND AT
EDMONTON TOURIST BUREAU, HIGHWAY No. 2 SOUTH, PHONE 434-5422.

ASK ABOUT COMBINATION TOURS AT SPECIAL PRICES.
GROUP TOURS: PHONE 434-3165 OR WRITE TO 10812 - 61 AVENUE.



CLIMATE

High and dry, clear and sunny, the climate of central Alberta, although subject to marked changes from season to season, is extremely pleasant. The air is clear and invigorating with a hay-fever rating of zero, and the skies are bright and sunny the year around. Edmonton averages 2,200 hours of sunshine each year.

Summer climatic conditions here are ideal for the rapid, luxuriant growth of vegetation which results in excellent crop yields each year. Although the yearly rainfall is comparatively light, most of it comes during the growing season. Since the clay subsoil is very retentive of moisture, and there are no hot, parching winds, this light rainfall is quite sufficient for strong, heavy crop growth.

Extreme heat is almost unknown, the temperature seldom going above 80 to 85 degrees in the shade. Because of the lack of humidity these high temperatures cause no distress, and even at the hottest times of the year the nights are always fresh and cool.

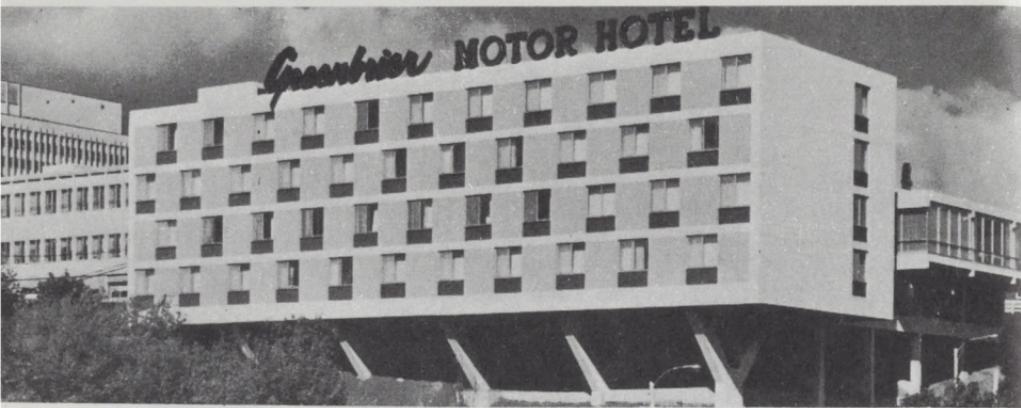
The winter snowfall is fairly light, and rarely exceeds 12 inches at any time. Occasional low temperatures are registered, but such cold spells usually last for only very brief periods.

But above all—Alberta skies are blue and full of sunshine.

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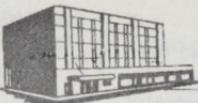
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to elegance...
to fine fabrics

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salon is a fashion treat
you can't deny yourself!



you'll see it in his
marvellous collection
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and you'll see it in
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CORONA HOTEL

10625 Jasper Avenue Phone 422-7106

136 rooms, coffee shop, dining lounge, cocktail lounge, beverage room. \$6.50 (S); \$8.50 (D)

CROMDALE HOTEL

81st Street and 118th Avenue

Phone 477-3565

49 rooms, coffee shop, beverage room. \$2.50-\$4 (S); \$6 (D)

GATEWAY HOTEL

10038 - 106th Street Phone 424-8055

43 rooms. \$3.50 up

HOTEL JASPER

153rd Street and Stony Plain Road Phone 489-1906

37 rooms, coffee shop, beverage rooms. \$3.50-\$4 (S); \$3.75 (D)

KING EDWARD HOTEL

10180 - 101st Street Phone 422-4161

99 rooms, coffee shop, dining room, dining lounge, cocktail lounge, beverage rooms. \$3.50-\$7.50 (S); \$7-\$9 (D)

MACDONALD HOTEL

100th Street and Jasper Avenue

500 rooms, cafeteria, dining room, dining lounge, cocktail lounge, beverage room. \$9-\$11.50 (S); \$12.00-\$23.00 (D)

MAYFAIR HOTEL

Jasper Avenue at 108th Street

Phone 424-7265

168 rooms, coffee shop, dining room, dining lounge, cocktail lounge, beverage rooms. \$7.50 (S); \$9 (D)

NEW WEST HOTEL

15020 - 111th Avenue Phone 489-2511

36 rooms, coffee shop, beverage room. \$4-\$5 (S); \$5-\$7 (D)

PARK HOTEL

8004 - 104th Street Phone 433-6441

46 rooms, coffee shop, dining room, dining lounge, cocktail lounge, beverage room. \$5-\$6.50 (S); \$6-\$8.50 (D)

ROSSLYN HOTEL

13620 - 97th Street Phone 474-2441

39 rooms, coffee shop, dining room, dining lounge, cocktail lounge, beverage room. \$6 (S); \$7-\$7.50 (D)

ROYAL GEORGE HOTEL

10229 - 101st Street Phone 422-7101

89 rooms, coffee shop, dining room, beverage room. \$5-\$8 (S); \$6.50-\$9.50 up (D)

SHAMROCK APARTMENT HOTEL

11810 Jasper Avenue Phone 482-1477

30 rooms.

YALE HOTEL

10015 Jasper Avenue Phone 422-5158

40 rooms. Beverage room. \$3.50-\$4.50 (S); \$5-\$6.50 (D)

MOTOR HOTELS

BEVERLY CREST MOTOR HOTEL

118th Avenue and 35th Street

Phone 474-0456

Highway No. 16 northeast. Forty-two deluxe 4★ units, coffee shop, dining lounge, cocktail lounge, beverage rooms, barber shop. \$6.50 (S); \$8 and up (D)

BONAVENTURE MOTOR HOTEL

125th Avenue and St. Albert Trail

Phone 454-6576

Highway No. 2 north. Thirty-nine 4★ deluxe units, coffee shop, dining lounge, cocktail lounge, beverage room, barber shop. \$6.50 (S); \$8.50 and up (D)

CARAVAN MOTOR HOTEL

10010 - 104th Street Phone 424-0011
One hundred and fifty 4★ deluxe units, sample rooms, swimming pool, elevator service, dining room, coffee shop, cocktail lounge. \$9.50 single and up

COACHMAN INN

100 Avenue and 107th Street Phone 429-2861

One hundred and ninety-five luxury rooms, buffet luncheon, dining lounge, cocktail lounge. \$9.50 (S); \$2.50 each additional and family rates

GREENBRIER MOTOR HOTEL

10209 - 100th Avenue Phone 424-0841
Seventy-three 4★ deluxe units, dining lounge, cocktail lounge. \$6.50-\$9 (S); \$10-\$11 (D)

HIGHWAY MOTOR HOTEL

Highway No. 14, east city limits Phone 469-2351

Thirty-five 4★ deluxe units, coffee shop, dining room, beverage room, swimming pool.

KINGSWAY MOTOR HOTEL

108th Street and Kingsway Avenue Phone 479-4266
Sixty-one 4★ deluxe units, ten 3★ units, restaurant, dining lounge, cocktail lounge, hotel services.

RIVIERA MOTOR HOTEL

5359 Calgary Trail, Highway No. 2 South Phone 434-3431

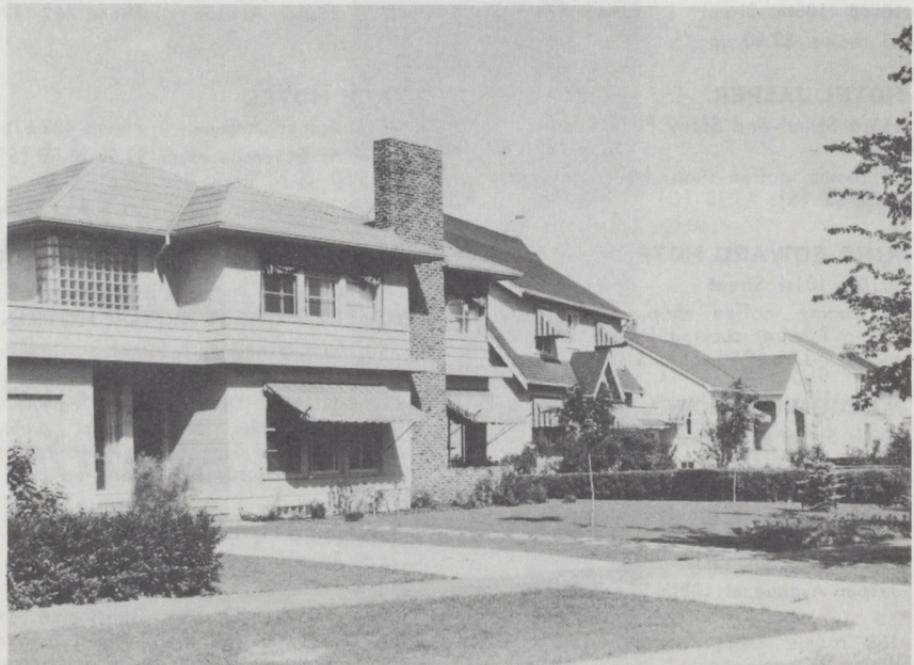
145 rooms, coffee shop, dining room, dining lounge, cocktail lounge, beverage room. \$7.00 and up

SANDS MOTOR HOTEL

12340 Fort Road Phone 474-5476
Thirty-seven ultra-modern units, dining lounge and cocktail lounge, room service, swimming pool, barber shop, beauty parlour. \$6.50 (S); \$7.50 (D) and up

TRAVELODGE

9650 - 102nd Avenue Phone 424-0961
Sixty-nine 4★ units, heated swimming pool, sample rooms, continental breakfast served in room. \$6.50-\$7 (S); \$9-\$11 (D); \$2 each additional person



Well kept homes line the city's quiet residential streets.



MOTELS

ON HIGHWAY No. 2, SOUTH— Edmonton-Calgary Highway

ARROW MOTEL

Highway No. 2, 7 miles south
R.R. 1, S. Edmonton Phone 399-5395
Twelve 4★ units, two with kitchens. \$6.50
(S); \$8 (D) up

CABANA MOTEL

Highway No. 2, 7 miles south
R.R. 1, S. Edmonton Phone 399-5383
Fourteen 4★ units, some with kitchens.
\$6 (S); \$8 (D) up

CAPITAL AUTO COURT

6622 - 104th Street, Highway No. 2 south
Phone 434-6398
Eighteen 4★ units, 14 with kitchens. \$6
(S); \$7 (D) up

EDMONTON AUTO COURT

71st Avenue and 104th Street,
Highway No. 2 south Phone 434-7456
Thirty 3★ units, all with kitchens. Coffee
shops and restaurants across street. \$6.25-
\$9.25-\$12.25

EL PASO MOTEL

10321 - 53rd Avenue, Highway No. 2 south
Phone 439-3543
Eighteen 4★ units, some with kitchens.
\$6 (S); \$7 (D) up

GATEWAY MOTEL

10412 - 63rd Avenue, Highway No. 2 south
Phone 434-1461
Sixteen 4★ units with cooking facilities.
\$6-\$7 (S); \$8-\$9 (D) up

GROVE MOTEL

Highway No. 2, one mile south of city
R.R. 1, S. Edmonton Phone 399-5023
Eight 4★ and six 3★ units with kitchens.
\$6 (S); \$7-\$8 (D) up

SOUTH BEND MOTEL

5130 - 103rd Street, Highway No. 2 south
Phone 434-1418
Twenty-six 4★, four 3★ units with kitchens.
\$5-\$12 and family rates

SPORTSMAN MOTEL

Highway No. 2 south, at Ellerslie
Phone 399-5374
Eight units with kitchen facilities. \$8-\$10

VAN WINKLE MOTEL

5116 Highway No. 2 south Phone 434-7411
Twenty-eight 4★ units, some with kitchens.
\$8-\$10 (D) up

ON HIGHWAY No. 2 NORTH—

Alaska-Dawson Creek-Athabasca-
Edmonton Highway

MAC'S MOTEL

Highway No. 2 north, in St. Albert
Box 17, St. Albert Phone 599-6611
Eight 3★ units. Restaurant. \$5-\$8

NORTHGATE MOTEL AND CAMPGROUNDS

Highway No. 2, north of city limits
Phone 599-7426

Twelve 4★ units with kitchens. Snack bar
and coffee shop. \$7-\$14 and family rates

TRAIL INN AUTO COURT

Highway No. 2 north, St. Albert Trail
Post Office Phone 599-6167
Four 3★ units with cooking facilities. \$5
(S); \$6 (D), \$1 per additional adult

ON HIGHWAYS No. 16 and 16A

WEST—Jasper Park-Edmonton,
Alaska-Edmonton Highway

ALGONQUIN MOTOR LODGE

Highway No. 16 west, just north of clover-
leaf. Box 5262, Station E, Edmonton
Phone 489-4901

Thirteen 4★ units; kitchenettes optional.
Swimming pool, catering service. \$7 (S)
up

ALPINE MOTEL

15820 Stony Plain Road,
Highway No. 16A west Phone 489-1741
Ten 4★ units, 1/2 block from store. \$5.50
(S); \$6-\$7 (D) up

ARCADIAN MOTEL

13906 Stony Plain Road,
Highway No. 16A west Phone 482-1506
Nine 4★ units with kitchens. Shopping
centre one block. \$8.50(S); \$9.50-\$10.50
(D) and up

AURORA AUTO COURT

15145 - 111th Avenue,
Highway No. 16 west Phone 489-2581
Twenty-nine 4★ units with kitchens. \$7-\$9
(S); \$9-\$10 (D) up

ESKI-MO-TEL

1/2 mile west of Junction of Highways
No. 16 and 16A west
R.R. 5, Edmonton Phone 489-2902
Six 4★ units, with kitchens. \$7 (S); \$8 (D) up

LAURENTIAN MOTEL

Highway No. 16 west
R.R. 5, Edmonton Phone 484-1136
Twenty 4★ units, some with kitchenettes.
Heated swimming pool. \$6 and up

ROYAL SCOT MOTEL

Highway No. 16 west, 1½ miles west
CFRN-TV
Winterburn, Alberta Phone 489-6767
Eight 4★ units, some with kitchen facilities.
\$7 (S), \$8 (D), \$1.50 each additional

SHEFFIELD MOTEL

111th Avenue and 156th Street,
Highway No. 16 west Phone 489-2501
Sixteen 4★ units, some with kitchen facilities.
\$8 (S); \$8-\$9 (D) up

SIESTA MOTEL AND TRAILER COURT

1/2 mile west of 170th Street overpass,
Highway No. 16 west
R.R. 5, Edmonton Phone 489-8580
Eleven 4★ units with kitchen facilities. \$6 (S); \$7 (D) up

STONE'S MOTEL

16220 Stony Plain Road,
Highway No. 16A west Phone 489-7731
Fourteen 4★ units, some with kitchenettes.
\$6 (S); \$7-\$8 (D) up

TOTEM MOTEL

Highway No. 16, 3½ miles west of city
Winterburn, Alberta Phone 489-5414
Six 4★ units, 2 with kitchens. Swimming pool.
\$6 (S); \$8 (D) up

VILLAGE MOTEL

16003 Stony Plain Road,
Highway No. 16A west Phone 489-1287
Six 4★ and six 3★ units with kitchenettes.
\$6 (S); \$8 (D) and up

WESTERN CHUCKWAGON MOTEL

153rd Street and 111th Avenue,
Highway No. 16 west Phone 489-4911
Seventeen 4★ units, some with kitchenettes.
Indoor swimming pool. \$7 (S); \$8 (D) up

WINDMILL MOTEL

Highway No. 16 west, 3½ miles west of city
Winterburn, Alberta Phone 489-7212
Eight 4★ units, some with kitchens. \$6-\$7 (S); \$8 (D) up

ON HIGHWAYS No. 16 and 16A EAST—Lloydminster-Edmonton Highway

BEVERLY MOTEL

117th Avenue at 46th Street,
Highway No. 16 east Phone 479-3923
Twelve 4★ units with kitchens. \$6 (D); \$9 (four); \$1 each for children

DUNN'S AUTO COURT

6420 - 101st Avenue, Highway No. 16A east Phone 466-5188
Six 4★ units with kitchenettes. \$6 (S); \$7 (D); \$1 for each additional

OUTLOOK MOTEL

Highway No. 16 east, at Clover Bar Phone 699-7613
Ten 4★ units, some with kitchens. \$5-\$9 and family rates

PATRICIA MOTEL

7730 - 101st Avenue, Highway No. 16A east Phone 469-2317
Fifteen 4★ and three 3★ units with kitchenettes. Heated swimming pool; catering service. \$7-\$14

STARLAND MOTEL

11812 - 36th Street, Highway No. 16 east Phone 474-2427
Eleven 4★ large family units with kitchens. Swimming pool. \$6 (S); \$7 (D); \$1 for each additional

CENTRALLY LOCATED IN THE CITY

ALASKAN AUTO COURT

Corner Kingsway and 109th Street,
Highways No. 2 and 16 Phone 477-5580
Twenty-six 3★ units, many with housekeeping facilities. Near city centre. \$6 (D) up

CITY CENTRE MOTEL

11310 - 109th Street Phone 479-2042
Thirty-nine 4★ units, some with kitchens. \$8 (S); \$9-\$10 (D) up

IMPERIAL MOTEL

11137 - 108th Street Phone 479-2064
Twenty-four 4★ units, some with kitchens.
\$5-\$6 (S); \$7-\$8 (D) up

NORTH STAR AUTO COURT

10726 Kingsway Avenue Phone 474-1436
Twenty-two 4★, two 3★ units with kitchens. \$6-\$10

PAN-AMERICAN MOTEL

10630 Kingsway Avenue Phone 479-1916
Seventy-seven 4★, eleven 3★ units. Restaurant and coin laundry. \$6-\$8 (S); \$7.50-\$10 (D) and family rates

PEACE RIVER LODGE MOTEL

11212 - 107th Street Phone 477-8585
Sixteen 3★ units with kitchen facilities. \$6 (D); \$7 (three); \$8 (four)

TRAILER PARKS AND CAMPING GROUNDS**ALLENDALE TRAILER PARK**

5130 - 103A Street Phone 434-7373
Accommodates 20 trailers. Plumbing and sewer hook-up, electricity, showers and flush toilets, laundry facilities, playgrounds.

BELMONT TRAILER PARK

13571 Fort Road Phone 476-1456
Accommodates 35 trailers, 15 tents, electricity, plumbing, showers, flush toilets, laundry, playgrounds.

DUNN'S MOTEL

Highway No. 16A east and 64th Street Phone 466-5188
Accommodates 2 trailers. Electricity, showers, flush toilets, laundry facilities.

EDMONTON AUTO COURT

Highway No. 2 south, 71st Avenue and 104th Street Phone 434-7456
Accommodates 30 trailers and tents. Lights.

GROVE MOTEL

1 mile south on Highway No. 2 Phone 399-5023
Accommodates 12 trailers, 50 tents. Kitchen shelters, showers, flush toilets, electricity, laundry facilities, playgrounds.

TOTEM SERVICE CAMPGROUNDS

Highway No. 16 west. Accommodates 15 trailers, 20 tents. Electricity, kitchen shelter, showers, flush toilets, fireplace, laundry facilities in community building. Playgrounds.

NEW SKYLINE TRAILER PARK

11215 - 109th Street. Accommodates 115 trailers. Plumbing and sewer hook-up, electricity, showers, flush toilets, laundry facilities, playgrounds.

JASPER PLACE TRAILER COURT

111th Avenue and 153rd Street Phone 489-6021

Accommodates 20 trailers. Plumbing and sewer hook-up, electricity, showers, flush toilets, laundry facilities, playgrounds.

NORTHGATE MOTEL

Highway No. 2 north Phone 599-7426
Accommodates 5 trailers, 10 tents. Plumbing and sewer hook-up, electricity, community building, showers, dry toilets, laundry facilities, kitchen shelter, fireplaces, playground.

SIESTA TRAILER COURT

Stony Plain Road and 175th Street Phone 489-8580

Accommodates 50 trailers, 500 tents. Kitchen shelter, showers, electricity, fireplaces, flush toilets, community building, laundry facilities, playground.

WILSON TRAILER PARK

Highway 14 east Phone 466-1373
Accommodates 43 trailers. Showers, plumbing and sewer hook-up, electricity, flush toilets, laundry facilities, playground, community building.

TERRACED HEIGHTS TRAILER COURT

104th Street and 45th Avenue Phone 434-2141

Accommodates 60 trailers. Plumbing and sewer hook-up, showers, electricity, flush toilets, laundry facilities.

ROLL-IN MOBILE HOMES PARK

5240 Highway No. 2 south Phone 434-2178

Accommodates 39 trailers. Plumbing and sewer hook-up, electricity, community building, showers, flush toilets, laundry facilities, playgrounds.

RAINBOW VALLEY CAMPGROUNDS

132nd Street and 45th Avenue. Operated by the City of Edmonton. Kitchen shelters, electricity, showers and toilets, playgrounds, store. Camping only. No trailers.



the hotel IN EDMONTON

MACDONALD HOTEL

"AT CITY CENTRE, OVERLOOKING THE RIVER VALLEY"

AROUND-THE-CLOCK
FREE PARKING

- ROOMS FROM
\$9.00
- SINGLE WITH BATH
- FREE TV AND RADIO
- FAMILY PLAN
No charge for children

AIR-CONDITIONED CAFETERIA
LICENCED
GARDEN TERRACE
LOUNGE
AND
DINING ROOM



FOR INFORMATION AND RESERVATIONS,
WRITE DIRECT TO THE HOTEL—R. S. PITTS, MANAGER
or PHONE 424-5181 • TELEX 037-2560

DANCING, DINING AND ENTERTAINMENT

BEACHCOMBER

10138 - 100A Street.

Licensed Lounge and Dining Lounge.
Authentic Polynesian food and South Seas
drinks in Polynesian atmosphere.

BEEFEATER DINING LOUNGE

101st Street and Jasper Avenue.

Royal Bank Building.

Licensed Dining Lounge.

BEVERLY CREST MOTOR HOTEL

35th Street and 118th Avenue.

Licensed Lounge and Dining Lounge.

Daily Smorgasbord.

BLUE DANUBE

10307 - 82nd Avenue.

Licensed Lounge and Dining Lounge.
Continental style dining. Dancing Friday
and Saturday evenings.

BLUE WILLOW

10041 Jasper Avenue.

Licensed Lounge and Dining Lounge.
Chinese cuisine.

BONAVVENTURE

12520 St. Albert Trail.

Licensed Lounge and Dining Lounge.
Featuring chicken and barbecued ribs.

CARAVAN MOTOR HOTEL

100th Avenue at 104th Street.

Licensed Lounge and Dining Lounges.

Steak 'n' Rib House. Dancing nightly in
the Penthouse dining lounge, with a magni-
ficent view of the city.

CATHAYAN RESTAURANT

10516 - 82nd Avenue.

Chinese cuisine in oriental atmosphere.

CIRO'S

102nd Street and Jasper Avenue.

Licensed Lounge and Dining Lounge.
Featuring steaks and Italian cuisine.

COACHMAN INN

100th Avenue, at 107th Street.

Licensed Lounge and Dining Lounge.
Dancing Thursday, Friday and Saturday
evenings.



EDMONTON'S
FINEST
RESTAURANT
AND
DINING
LOUNGE

Seven Seas

CHINESE AND
POLYNESIAN
SPECIALTIES

Phone 424-0631 for Take-Out and Delivery Service

10525 JASPER AVENUE

A decorative graphic on the left side of the advertisement. It features stylized, colorful illustrations of tropical fish, possibly a zebra fish and a striped fish, swimming in a circular path. Bubbles are scattered around the fish, suggesting an underwater environment.

CORONA HOTEL

Jasper Avenue at 107th Street.
Licensed Lounge and Dining Lounge.
Noon hour Smorgasbord in the Crown
Lounge. Canadian and continental cuisine.

EMBERS STEAK HOUSE

10052 - 106th Street.
Licensed Dining Lounge, featuring
charcoal-broiled steaks. Dancing and
entertainment nightly.

GIUSEPPI'S

83rd Avenue and 109th Street.
Pizzas and Italian sandwiches.
Folk singers entertain weekends.

GREENBRIER MOTOR HOTEL

10209 - 100th Avenue.
Licensed Lounge and Dining Lounge.
River valley view.

HIGHWAY MOTOR HOTEL

No. 14 Highway East.
Hotel Dining Room.

HAM SHACK

5704 - 101st Avenue.
Featuring ham dishes and fine cuisine
and service.

INGLEWOOD RESTAURANT

12402 - 118th Avenue
Licensed Dining Lounge.

JOHNSON'S RESTAURANT

10075 Jasper Avenue
Licensed Lounge and Dining Lounge.

KING EDWARD HOTEL

10180 - 101st Street.
Licensed Lounge and Dining Lounge.
Family dining in the Grill Room.

KINGSWAY MOTOR HOTEL

10802 Kingsway Avenue.
Licensed Lounge and Dining Lounge.
Continental cuisine, dancing and
entertainment in the Florentine Room.

LINGNAN

10582 - 104th Street.
Licensed Lounge and Dining Lounge,
featuring Cantonese cuisine.

MACDONALD HOTEL

100th Street and Jasper Avenue.
Licensed Lounge and Dining Lounge.
Fine Canadian and continental dining.
Supper dancing Friday evenings.

MAYFAIR HOTEL

108th Street and Jasper Avenue.
Licensed Lounge and Dining Lounge.
Starlit Dining Room. Featuring barbecued
beef from the rotisserie.

PARK HOTEL

104th Street and 80th Avenue.
Licensed Lounge and Dining Lounge.

PURPLE LANTERN

10049 - 101A Avenue.
Chinese cuisine.

RIVIERA MOTOR HOTEL

5359 Highway No. 2 South.
Licensed Lounge and Dining Lounge.
Specializing in barbecued ribs and
shishkabob.

SAHARA

Groat Road and 114th Avenue.
Licensed Lounge and Dining Lounge.
Continental cuisine. Dancing and enter-
tainment Friday and Saturday evenings.

SANDS MOTOR HOTEL

12342 Fort Road.
Licensed Lounge and Dining Lounge,
featuring charcoal-broiled steaks.

SAXONY MOTOR HOTEL

156th Street and Stony Plain Road.
Licensed Dining Lounge.

SCANDIA ROOM

Royal George Hotel, 10229 - 101st Street.
Smorgasbord dining.

SEVEN SEAS RESTAURANT

Jasper Avenue at 105th Street.
Licensed Lounge and Dining Lounge.
Featuring Oriental and South Seas dishes.

SMITTY'S PANCAKE HOUSE

105th Street and Jasper Avenue
Featuring a selection of pancake
specialties.

STEAK LOFT

9974 Jasper Avenue.
Licensed Lounge and Dining Lounge.
Featuring charcoal-broiled steaks, barbe-
cued spareribs, broiled lobster tail and
Arctic char.

SHASTA GRECIAN ROOM

Jasper Avenue at 100th Street, upstairs.
Licensed Lounge and Dining Lounge.
Dancing and entertainment nightly.

TITA'S RISTORANTE

10032 - 105th Street.
Featuring Italian foods.
Licensed Dining Lounge. Entertainment
Friday and Saturday evenings.

UNCLE ALBERT'S PANCAKE HOUSE

Corner 104th Street and 82nd Avenue.
Pancake specialties.

VIKING SMORGASBORD

10149 - 103rd Street.
Smorgasbord specialties.

THEATRE ENTERTAINMENT

SCHEDULE OF ENTERTAINMENT

NORTHERN ALBERTA JUBILEE AUDITORIUM

87th Avenue and 114th Street

APRIL

"CARMEN"

Edmonton Professional Opera
Society _____ April 21-24

ALBERTA MUSIC FESTIVAL April 26-30

JEROME HINES concert _____ April 28

MAY

ALBERTA MUSIC FESTIVAL ____ May 1

EDMONTON CIVIC OPERATION
ASSOCIATION concert _____ May 7

BARBERSHOP QUARTET
S.P.E.B.S.Q.S.A. concert _____ May 8

LIBERACE concert _____ May 26

PETE SEIGER
Folk singing concert _____ May 27

JUNE

SHUMKA DANCERS _____ June 4

MILLS BROTHERS AND
PHYLLIS DILLER concert _____ June 18

JULY

"HELLO DOLLY" _____ July 26-31

AUGUST

"ELISIR D'AMORE"
Banff School of Fine Arts

Dramatic Company _____ August 10

NATIONAL YOUTH ORCHESTRA
concert _____ August 11

MUSICAL THEATRE
Banff School of Fine Arts

Musical Company _____ August 13

"THE WINTER'S TALE"
Banff School of Fine Arts

Dramatic Company _____ August 16

ROBERT GOULET concert _____ August 20-21

ROBERT GOULET concert _____ August 23-24

SEPTEMBER

SERENDIPITY SINGERS
concert _____ September '9

PENDYRUS MALE CHORUS
FROM WALES _____ September 11

WAYNE AND SHUSTER
Comedians _____ September 24-25

"INCOMPARABLE SWITZERLAND"
World Adventure

Tours Film _____ September 29

OCTOBER

WHITE HEATHER CONCERT
Scottish musical concert _____ October 1-2

"LA TRAVIATA"

Edmonton Professional Opera
Society _____ October 5, 7 and 9

CHAD MITCHELL TRIO ____ October 6

EDMONTON SYMPHONY
CONCERTS _____ October 16-17

"LOOK TO FINLAND"
World Adventure

Tours Film _____ October 19

ANNA RUSSELL concert ____ October 22

HANS GMOSER SKI FILM ____ October 27

MINNEAPOLIS SYMPHONY
concert _____ October 28

TORCHES OUTDOOR THEATRE

South Court, Education Building, 82nd Avenue at 112th Street, University of Alberta Campus.

July 5 through August 7

Monday through Saturday weekly.
A five-week season of repertory theatre.

The Hostage, by Brendan Behan.
The Doctor In Spite of Himself, by Moliere.

A third production to be selected.
Tickets from Allied Arts Box Office, telephone 422-2454, or the Studio Theatre Box Office, telephone 433-3265 after June 21. Admission \$2.00.

DOWNTOWN THEATRES

Capitol _____ 10065 Jasper Avenue
Paramount ____ between 102nd and 103rd Streets, Jasper Avenue

Rialto _____ 10134-101st Street
Strand _____ 10211 Jasper Avenue

Odeon _____ 10081 Jasper Avenue

SOUTH SIDE AND NEIGHBORHOOD THEATRES

Avenue _____ 9030-118th Avenue
Garneau _____ 8712-109th Street

Jasper _____ 10120-156th Street
Roxy _____ 10708-124th Street

Sahara _____ adjoining Shoppers' Park
Westmount

Varscona _____ 10907-82nd Avenue

DRIVE-IN THEATRES

Belmont Drive-In 1 1/2 miles east of Belmont Service, 50th Street and Fort Road

Golden West Drive-In 118th Avenue and
170th Street

Sky-Vue Drive-In _____ 9260-50th Street

South Side Drive-In 10901-51st Avenue

St. Albert Drive-In _____ North on No. 2
Highway

Starlite Drive-In _____ 156th Street and
87th Avenue



One of the Fine Hotels of the West

ATTRACTIVE, WELL-APPOINTED ROOMS
FRIENDLY, EFFICIENT SERVICE

Featuring the new licensed

TERRACE ROOM LOUNGE

and delicious meals in the licensed

WINDSOR ROOM

The
KING EDWARD HOTEL

10180 - 101st STREET, EDMONTON, ALBERTA
COMPLIMENTARY OVERNIGHT CAR PARKING

AUTOMOBILE SERVICE

NORTH SIDE

Crosstown Motors Ltd. (Dodge, Chrysler, Valiant, Simca)
11740 Jasper Ave. -- Phone 488-4881

Devonian Motors (Rambler, Jaguar, Triumph)
11350 Jasper Ave. ---- Phone 488-8141

Edmonton Motors Ltd. (Cadillac, Chevrolet, Oldsmobile, Envoy)
115th St. & Jasper Ave. Phone 488-7211

GB Motors (British Cars)
10315 - 109 St. ----- Phone 424-7554

Healy Motors Ltd. (Ford, Mustang, Thunderbird)
Jasper Ave. at 106th St. Phone 424-7331

Jenner Motors Ltd. (Buick, Pontiac, Acadian, Vauxhall)
Jasper Ave. at 107th St. Phone 424-8091

Loveseth Ltd. (Automotive Service)
10180 - 105th St. ----- Phone 424-5171

Miller Motors Ltd. (Chrysler, Plymouth, Valiant)
10019 - 104th St. ---- Phone 424-1868

Stedelbauer Chevrolet Oldsmobile Ltd.
97th St. and 132nd Ave. Phone 479-1981

Volkswagen Northern Ltd.
10823 Kingsway Avenue Phone 479-3271

Waterloo Motors Ltd. (Mercury, Lincoln, Meteor)
Jasper Ave. at 107th St. Phone 424-2171

SOUTH SIDE

Dell Rambler
5424 Calgary Trail ---- Phone 434-1404

E. C. Foreign Car Service
10131 - 81 Ave. ----- Phone 439-8654

Shirley Ford Sales (Ford, Mustang, Thunderbird)
10620 - 82 Ave. ----- Phone 439-7321

South Park Motors (Pontiac, Buick, Vauxhall)
106th St. and 82nd Ave. Phone 439-0081

Sterling Motors Ltd. (Rambler)
7907 - 101 St. ----- Phone 433-3167

Turnbull Motors Ltd. (Chrysler, Plymouth, Valiant, Imperial)
7821 - 104th St. ----- Phone 439-5951

Don Wheaton Ltd. (Chevrolet, Oldsmobile, Envoy)
82nd Ave. at 107th St. Phone 439-0071

CAR WASH SERVICE

Berube's Car Wash 10018 - 82nd Avenue

Forden Services --- 11121 - 156th Street

Minit Car Wash -- 11614 Jasper Avenue

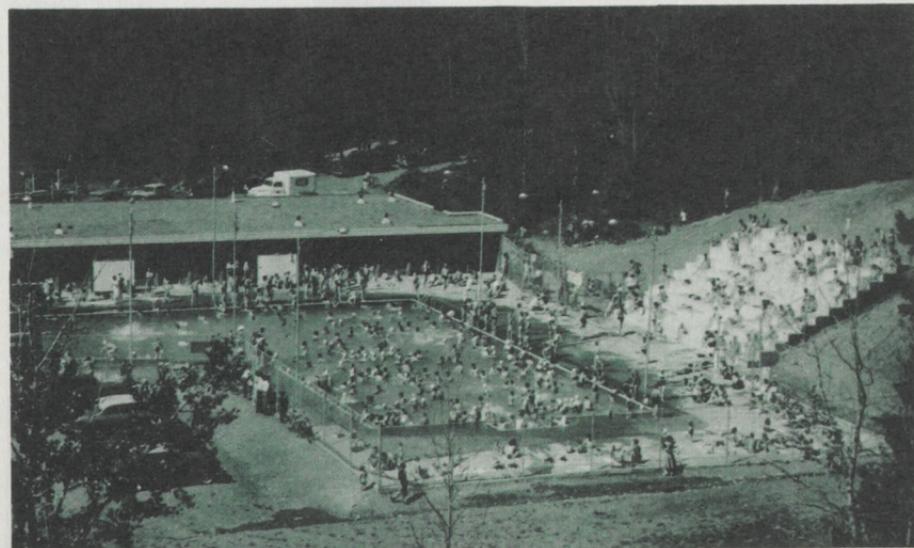
Second Minit Car Wash
10212 - 108th Street

Time Car Wash --- 10538 - 82nd Avenue

Violet Spray Auto Wash
8727 - 156th Street

Western Car Wash - 9554 Jasper Avenue

Mill Creek Swimming Pool.



24-HOUR SERVICE STATIONS

Open 24 hours every day, except Sundays, when they are open from 5:30 p.m.

NORTH SIDE

Aero Service Station
11052 - 101 St. 422-8473

Airlines Service Station Ltd.
Kingsway Ave. and Tower Rd. 454-8919

Avis Rent-A-Car System of Canada
10007 Thornton Ct. 424-6785

Borden Park Service
8145 - 112 Ave. 477-8701

Crossstown Motors
Jasper Ave. and 109 St. 422-4722

Delton White Rose Service
8550 - 125A Ave. 474-3203

Field's Service & Garage Ltd.
12723 Fort Road 474-2466

Fundytus John Shell Service
107 Ave. and 116 St. 488-9123

General Tire of Edmonton
10305 - 102 St. 424-7355

Glenora Service Station
124 St. and 102 Ave. 488-3212

Grierson Service Station Ltd.
9625 Jasper Ave. 422-4723

Jenner Motors Co. Ltd.
107 St. and Jasper Ave. 424-8091

Jensen's Tire & Service Station
10184 - 98 St. 422-6433

Leeson Bros. Service Garage
13038 - 97 St. 477-1791

Master Motors Service Co. Ltd.
9617 - 118 Ave. 477-8594

Neighborhood Service
4613 - 118 Ave. 477-7460

Norwest Service Station Ltd.
12523 St. Albert Trail 455-1398

O.K. Service Garage
6606 - 118 Ave. 477-1817

O'Brien's Shell Service
94 St. and Jasper Ave. 424-6080

Peterson's George Shell Service
12520 - 82 St. 477-6529

Royalite Gardens Service Station
7919 - 118 Ave. 477-1045

Santa Rosa (1955) Ltd.
7214 Fort Rd. 477-3501

Sherbrooke Garage (1959) Ltd.
12620 - 118 Ave. 455-0755

Speedway Service
12620 - 127 Ave. 455-6935

Sunrise Service Station
10658 - 109 St. 422-2212

Wellington Park Service Ltd.
132 Ave. and 127 St. 454-2996

Westglen Service (1961) Ltd.
11045 - 127 St. 454-8414

Westway 24-Hour Shell Service
10703 - 124 St. 488-9863

SOUTH SIDE

Bonnie Doon Texaco Service
82 Ave. and 91 St. 466-5086

Braemar Esso Service
72 St. and 101 Ave. 466-0769

Daval Petroleums
8330 Whyte Ave. 466-6360

Dawson Auto Service
10540 - 82 St. 466-0322

E & W Oilfield Shell Service
71 Ave. and 104 St. 434-5657

Fairway Auto Service
8930 - 99 St. 433-3638

Martin Estate Service Ltd.
61 Ave. and 109 St. 434-3750

Parkallen Garage Ltd.
6930 - 109 St. 434-1355

Pilgrim's Service Station
6206 - 104 St. 434-6886

Platz's Shell Service
9950 - 82 Ave. 439-2252

Ray's Esso Service
7419 - 82 Ave. 466-7151

Royalite Skylite Service
3830 Calgary Trail 434-7072

Southern Garage (1959) Ltd.
4510 Calgary Trail 434-2073

Superior Service Station
101 Ave. and 79 St. 466-5755

Turnbull Motors Ltd.
104 St. and 79 Ave. 433-1121

Varscona Service Ltd.
8435 - 109 St. 439-0598

Whyte Ave. Esso
10479 - 82 Ave. 433-8014

DRIVE-YOURSELF CARS

Avis Rent-A-Car,

Lobby Macdonald Hotel

Phone 424-1105

International Airport Phone 299-7251

Budget Rent-A-Car,

10023 Jasper Ave., Rear Phone 422-6155

Econo-Car Rental System,

10244-106 Street ---- Phone 429-3333

Hertz Rent-A-Car,

10050 - 100th Street -- Phone 422-5262

International Airport Phone 299-7221

Tatlock Rent-A-Car,

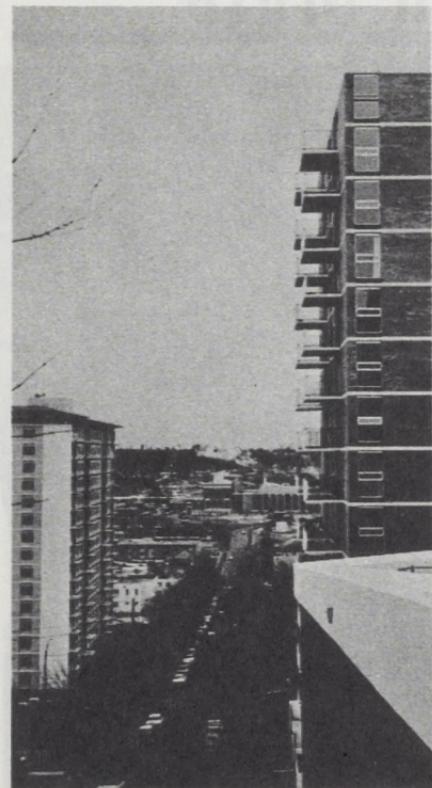
117 Street & Jasper Avenue
Phone 424-8723

Thrifty Rent-A-Car

10108 - 111 Avenue -- Phone 479-3040

Tilden Rent-A-Car,

10131 - 100A Street -- Phone 424-0794
International Airport Phone 299-7232



TAXIS

Barrell Taxi

10123 - 150 Street ---- Phone 489-2521

Black and White Cabs Ltd.,

10212 - 96th Street ---- Phone 424-4155

Beverly Taxi,

4001 - 117th Avenue -- Phone 477-1916

Checker Taxi,

10572 - 101st Street -- Phone 422-1222

Corona Taxi,

Corona Hotel ----- Phone 422-2725

Davies Taxi,

11903 - 129th Avenue -- Phone 454-4654

Fleetline Taxi,

10312 - 82nd Avenue -- Phone 433-6431

Imperial Taxi,

10212 - 96th Street -- Phone 424-4155

Park Taxi, Park Hotel, 104th Street and 80th Avenue ----- Phone 433-5841

St. Albert Taxi, 18A St. Anne Street, St. Albert ----- Phone 599-6666

United Taxi Cabs Ltd.,

11068 - 95th Street -- Phone 424-5151
International Airport Phone 299-7230

Yellow Cab,

10572 - 101st Street -- Phone 422-3456
International Airport Phone 299-7234

CANADIAN POSTAGE RATES

Visitors to Canada are reminded that
CANADIAN POSTAGE STAMPS must be
used on all mail posted in Canada.

LETTERS:

Local Delivery—4c first ounce; 2c each
additional ounce.

Canada, U.S. and all other places in
North and South America—5c first ounce;
3c each additional ounce.

POST CARDS:

4c each.

AIR MAIL TO U.S.:

Letters or Post Cards—8c first ounce; 6c
for each additional ounce.

A glimpse of high-rise
apartment buildings close to
downtown Edmonton

BOHEMIAN
MAID

FINISH

Challenge CUP
RACE



THE MUK-LUK DOG TEAM RACE

For The

Bohemian Maid CHALLENGE CUP

The highlight of the annual Muk-Luk Mardi-Gras, Edmonton's unique winter carnival, is the exciting Dog Team Race. Other attractions are Polar Park, Ski Jumping, Fireworks, Dances, Hockey Night, Sleigh Rides, Theatrical Entertainment, Downtown Street Shows, Native Events, Tobogganing, Skating and Ice Sculptures.

The Bohemian Maid Challenge Cup being presented to the winning musher by Mr. J. L. Weaver, Vice-President and General Manager of Bohemian Maid Brewing Company Limited

VISIT EDMONTON
DURING
THE
MUK-LUK
MARDI-GRAS



LIQUOR VENDORS

ALBERTA GOVERNMENT LIQUOR STORES

Downtown Store, 10160 - 103rd Street

Downtown (East) Store,
9725 - 102nd Avenue

South Side Store, 10425 - 80th Avenue,
South Side Shopping Centre

West End Store, 10505 - 123rd Street

Northwest Store, 12518 - 132 Avenue

East End Store, 8818 - 118th Avenue

Westmount Store, 42 Shoppers' Park,
Westmount

Jasper Place Store, 15030 Stony Plain Rd.

Bonnie Doon Store, 8940 - 82nd Avenue

Ottewell Store, 7004 - 98th Avenue

Meadowlark Store, Meadowlark Park
Shopping Centre

Beverly Store, 118th Avenue and
43rd Street

Sherwood Park Store—Hours: 1:30 p.m.
to 9:30 p.m., Sherwood Park

St. Albert Store, Grandin Shoppers' Park

All Stores with the exception of Sherwood
Park Store, open at 10:30 a.m. and close
at 11:30 p.m. Government Liquor Stores
are closed Sundays, holidays and election
days.



A HEARTY WELCOME TO OUR CITY!

MODERN, ATTRACTIVE, COMFORTABLE ACCOMMODATION
AWAITS YOU AT YOUR

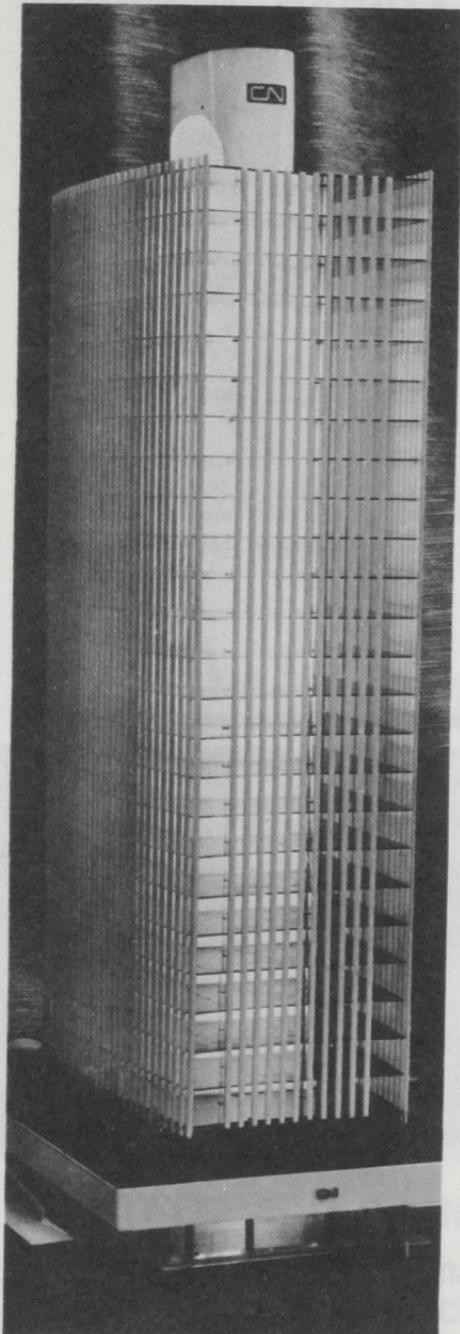
Edmonton Auto Court

"The Best in the West for the Money"

THE ONLY CAMPING GROUND IN THE CITY

PHONE 433-5817

104th STREET AT 71st AVENUE



Architect's model of the new CN tower being constructed in the new civic centre area.

DRIVE-IN RESTAURANTS

A & W DRIVE-INNS

Highlands, 7205 - 112th Avenue
Calgary Trail, 5035 Highway 2 South
Jasper Place, 16060 Highway 16A West
10210 - 109th Street
13440 - 97th Street
12225 - 118th Avenue
10759 - 101st Street

BONNIE BURGER BAR

18 Bonnie Doon Shopping Centre

BURGERMASTER

15831 Stony Plain Road

BURGER KING DRIVE-INS

8230 - 112th Avenue
10609 - 124th Street
7615 - 101st Avenue
8517 - 109th Street
9908 - 70th Avenue

DAVE'S DRIVE-IN

9906 - 72nd Avenue

DOG 'N' SUDS DRIVE-IN

11040 Kingsway Avenue

ROUTE 66 DRIVE-IN

12706 - 66th Street

HANNIGAN'S STEERBURGER DRIVE-IN

4640 Highway No. 2 South

JACK'S CHICKEN INN

6804 - 104th Street

MAE'S TASTEE DELITE

10702 - 97th Street
12325 - 97th Street

TRIPLE XXX DRIVE INNS

107th Avenue and 113th Street
63rd Avenue and 103 Street



DRY CLEANERS

COIN-OPERATED DRY CLEANERS

Carlton's Cleaning Carousels

North Side, 66th Street and 127th Avenue
Forest Heights, 106th Avenue and 83rd
Street
Calder, 127th Street and 129th Avenue
South Side, 80th Avenue and 104th Street
Westmount Shoppers' Park
Meadowlark Park Shopping Centre

Coin-O-Mat Dry Cleaning and Launderette

76th Avenue at 112th Street
89th Avenue at 99th Street

Personal Cleaners & Shirt Service

11210 - 109th Avenue

Poly Clean Laundry & Dry Cleaners

15220 Stony Plain Road
6119 - 101st Avenue
9014 - 132nd Avenue
9914A - 109th Street
11521 - 107th Avenue
5826 - 111th Street
Sherwood Park Shopping Centre

DRY CLEANERS AND LAUNDRIES

Capitol Cleaners & Laundry Ltd.
9686 - 99th Street, Phone 422-4175

Dollar Cleaners and Shirt Service Drive-In
108th Street and Jasper Avenue,
Phone 422-5256

Expert Cleaners & Laundry Drive-In
10050 - 105th Street, Phone 422-5252

New Method Laundry and Dry Cleaners
11060 Jasper Avenue, Phone 422-6114

Nu-Way Cleaners and Shirt Service
10530 - 82nd Avenue, Phone 433-5115

Page, The Cleaner Drive-In
9539 Jasper Avenue, Phone 477-3575

South Side Cleaners Ltd.
8905 - 99th Street, Phone 439-3935

Trudeau's Cleaning and Shirt Service Ltd.
142nd Street and 111th Avenue,
Phone 455-4115

TREAT YOUR CLOTHES TO

Trudeau's
CLEANERS • LAUNDRY • SHIRT SERVICE

MAIN PLANT: 142 STREET & 111 AVENUE

PHONE 455-4115

FOR FREE PICK-UP AND DELIVERY

also operating

Carlton's Cleaning Carousels

CANADA'S FOREMOST COIN DRY CLEANING



SERVICE CLUBS

WHERE AND WHEN THE SERVICE CLUBS MEET

Active 20-30 Club of Edmonton—Meets at Corona Hotel, alternate Fridays, 6:30 p.m.

Canadian Native Friendship Centre—TA:WOW—Open every day at 10218 - 108th Street.

Cosmopolitan Club—Meets at Corona Hotel, every Monday, 12:15 p.m.

Gyro Club—Meets at Macdonald Hotel, every Tuesday, 12:15 p.m.

Kinsmen Club—Meets at Macdonald Hotel, every other Friday, 6:30 p.m.

Kiwanis Club—Meets at Macdonald Hotel, every Monday, 12:15 p.m.

Kiwanis, West End—Meets at Caravan Motor Hotel every Thursday, 12:00 noon.

Kiwanis, South Edmonton—Meets at Park Hotel, every Tuesday, at 12:15 p.m.

Oil Capital Kiwanis Club—Meets at Caravan Motor Hotel, every Wednesday, at 12:00 noon.

Lions Club—Meets at Macdonald Hotel, every Thursday, 12:15 p.m.

Lions Club, South Edmonton—Meets at Park Hotel, second and fourth Mondays, 7:30 p.m.

Optimist Club—Meets at Boys' Centre, 11120 - 110th Street, every Tuesday at 7:00 p.m.

Rotary Club—Meets at Macdonald Hotel, every Thursday, 12:10 p.m.

Rotary Club, South Edmonton—Meets at Park Hotel, every Wednesday, 12:15 p.m.

Rotary Club, West End—Meets at Bonaventure Motor Hotel, every Monday, 12:15 p.m.

Y's Men's Club—Y.M.C.A., 6:15 p.m., Tuesdays.

Y's Men's Club, West Edmonton—Meets at West End Y.M.C.A., every Monday, 6:15 p.m.

VISIT

EDMONTON'S
NEWEST
AND FINEST



RIVIERA MOTOR HOTEL



5359 Calgary Trail

SPECIAL FEATURES INCLUDE . . .

- Soundproof Rooms • Each room air-conditioned — you control the temperature
- Health Club & Steam Room • Licensed Lounge • Free TV & Radio • Smorgasbord
- Restaurant • Free Ice Machines • Banquet Rooms • Executive Suites
- Direct Dial Telephones • Private Balconies • Rooms \$7.00 and up.

TELEPHONE 43-43-43-1

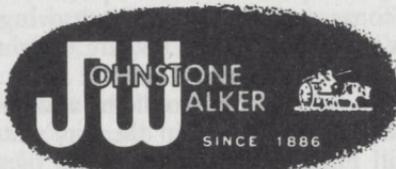
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WESTMOUNT SHOPPERS' PARK
Groat Road and 111 Ave.



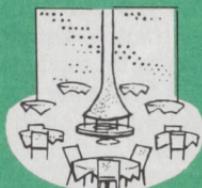
WHEN IN EDMONTON . . . ENJOY A
New Adventure in Shopping

AT CANADA'S MOST BEAUTIFUL STORE



WESTMOUNT

The Stairway to Fashion
opens up a wonderful
world of fine fashions at
JW Westmount.



The Circular Tea Lounge—
a most pleasant place for
a relaxing light lunch or
snack.

As modern as tomorrow, the new JW Westmount combines a new and unusual decor with the traditional Johnstone Walker quality and personal service . . . it's a store with many new innovations to make your shopping pure pleasure.

English Bone China
Imported Sweaters
Fine Fashions

Imported Fabrics
Swedish Crystal
Danish Enamelware

● Be sure to see a distinguished collection of fine
linen and damask table linens at three JW stores.

TWO OTHER FINE STORES TO SERVE YOU.

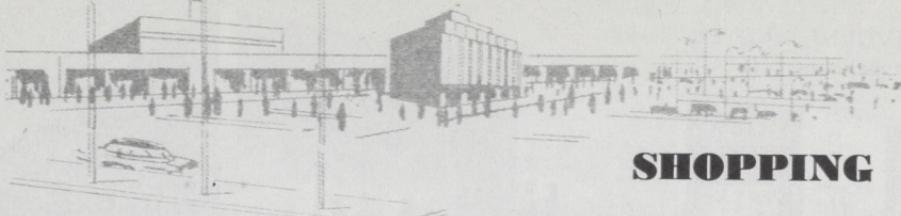


DOWNTOWN
Jasper Ave. and 102 St.



BONNIE DOON SHOPPING CENTRE
82 Ave. and 83 St.

JOHNSTONE WALKER OF EDMONTON 47



SHOPPING

A TOUR OF Edmonton's downtown shopping and business district quickly reveals the essential character of the city. In the modern stores and shops, along the busy streets, the visitor is at once aware of a brisk, wide-awake personality. Excellent displays of up-to-the-minute, top-quality merchandise express the optimistic, forward-looking point of view that typifies Edmonton. The tempo of the whole downtown area is quick, confident and decisive.

You will enjoy shopping in Edmonton's bright, attractive stores, where the merchandise is comparable to any on the continent, and fashions come straight from the drawing-boards of the world's fashion centres. Visitors from the U.S. are delighted especially with the wonderful Canadian "point" blankets, the large selections of fine English bone china, beautiful British woollens and lovely Irish linens to be found at very reasonable prices in the city's stores. Friendly, courteous sales people will make your shopping trip pleasant and profitable.

There is in Edmonton a number of large departmental stores, of which Eaton's, the Hudson's Bay, Woodward's downtown and in Westmount Shoppers' Park, and Simpsons-Sears are branches of excellent merchandising chains operating in many major Canadian cities. Johnstone Walker's is a fine independent department store, locally owned and operated, which has grown from a pioneer log-cabin general store to one of Edmonton's largest retail concerns, with an attractive three-storey store in downtown Edmonton, and two new and very modern stores, one in Bonnie Doon Shopping Centre and one at Westmount Shoppers' Park, which have excited much interest and comment for the unique and beautiful designs of their interiors.

The locally owned Army and Navy Department Stores, catering especially to price-conscious shoppers, have stores in downtown Edmonton and on the south side.

When you are visiting the city's many fine specialty shops you will want to inspect the beautiful early Canadian and early American styled maple furniture at Campbell's Maple Village. If you are shopping for gifts and souvenirs, be sure to see the unique collection of Canadian handicrafts displayed at *Canadiana Gifts Ltd.* and the exciting finds in antiques at Bond Street Antiques at the sign of the White Griffin. Fine bone china and crystal, imported from Britain and Europe, as well as lovely and unusual gift items, are specialties of the Reed's China and Gift Shops. A number of specialty houses and department stores can show you fine examples of Irish linens and hand-loomed fabrics, imported crystal and china.

Every fashion-conscious woman will want to choose something special from the exclusive collection of beautiful frocks, suits and coats at Mr. Donovan's. And I. & M. Personalized Shoppe is the place for Klondike costumes for both men and women.

You will find all your photographic needs at any of the three McBain Camera Specialty Shops, conveniently located throughout the city. At Jacox Galleries you will enjoy browsing around among the fine western Canadian paintings and outstanding ceramics and metal sculpture especially suitable for modern interiors.

You will find many large, bright Safeway Stores and other supermarkets scattered throughout the city, and you might be interested in a trip through the Public Market, at 97th Street and 102nd Avenue, where farmers of the area display their produce and handicrafts.

At Shoppers' Park, Westmount, in Edmonton's west end, one of Western Canada's largest shopping centres, there is parking space for 3,000 cars and a quarter-mile of beautiful stores and shops. The Bonnie Doon Shopping Centre, serving the city's south side, is another large and convenient centre with parking facilities for some 10,000 cars daily and 55 stores and services. The new Meadowlark Park Shopping Centre has 40-odd stores and services arranged on a covered mall. Smaller shopping centres serve most of Edmonton's new districts.

GIFTS OF CANADA HANDMADE BY CANADIANS



HAND WEAVING
WOOD CARVING
POTTERY

INDIAN CRAFT
ESKIMO ART
JEWELLERY



PHONE 424-4244
10414A JASPER AVENUE

Most of the larger downtown retail stores close for part or all of Wednesday, and remain open until 9:00 p.m. on Thursday evenings. Banks are closed all day Saturday, but have extended 4:30 to 6:00 p.m. business hours on Fridays.

Visitors from the United States who have spent a minimum of 48 hours in Canada may take home, once every 31 days, merchandise for personal or household use to the value of \$50 duty-free.



PLAN TO SPEND AN EVENING
AT THE SMART
SAHARA THEATRE-RESTAURANT
and OASIS LOUNGE
EGYPTIAN MURALS

DINING • DANCING AND MOVIES

AIR
CONDITIONED

Enjoy the striking Egyptian decor while you dine at your leisure in our beautiful dining lounge . . . sample delicious flambé dishes . . . dance for a while, or see a movie in our comfortable and attractive theatre.

DINING LOUNGE • COCKTAIL LOUNGE • DANCING • THEATRE

FULLY LICENSED	UNLIMITED PARKING	COMPLIMENTARY THEATRE TICKETS to all dining room patrons
-------------------	----------------------	---

ADJOINING WESTMOUNT SHOPPERS' PARK,

GROAT ROAD AND 114 AVENUE PHONE GL 5-2676 or GL 5-1868



CHURCHES

We list a few downtown places of worship:

Alliance: Beulah Alliance Church,
10831 - 124th Street

Anglican: All Saints, 10023 - 103rd Street

Baha'i World Faith,
Phone 434-1172, 5216 - 114th Street

Baptist: First Baptist Church,
109th Street and 100th Avenue

Christian Science: First Church of
Christ Scientist, 10814 - 100th Avenue

Christian Reformed: Second Christian
Reformed, 106th Avenue and 96th Street

Jewish: Congregation Beth Israel,
119th Street and 102nd Avenue

Congregation Beth Shalom,
11916 Jasper Avenue

Lutheran: Augustana Lutheran,
9901 - 107th Street

Mormon: Church of Jesus Christ of Latter
Day Saints, 82nd Avenue and 108th Street

Moslem: Mosque of Al Raschid,
111th Avenue and 102nd Street

Presbyterian: First, 10025 - 105th Street

Roman Catholic: St. Joseph's Cathedral,
Jasper Ave. and 113th Street

United Church: McDougall United,
101st Street, corner Macdonald Drive

Undenominational: Church of Christ,
13015 - 116th Avenue

Salvation Army: 10032 - 102 Street



Robertson United Church, one of the city's gracious churches



spring

summer



fall



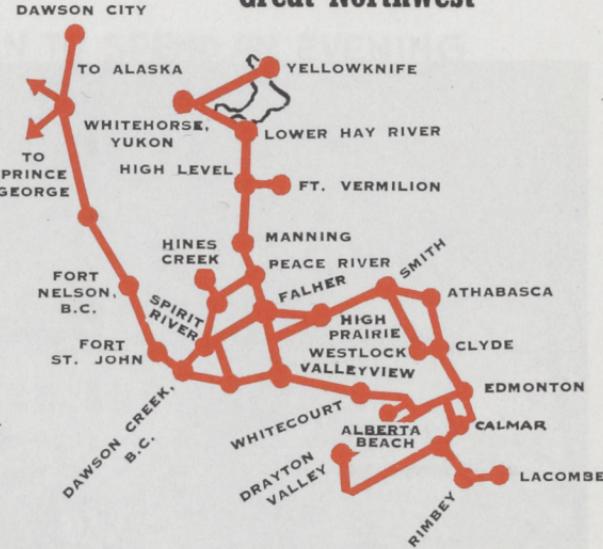
winter



A TRANSPORTATION SERVICE SECOND TO NONE . . .

Servicing Canada's Great Northwest

- 45 modern coaches including 10 "Brucks" (cargo buses)
- An organization of 150 trained personnel and 12 efficient depots throughout Alberta
- Regular bus service totalling 325,000 miles per month over 5,500 miles of franchised routes
- Over a two-million-dollar investment to provide latest vehicles, facilities, depots and communications
- Teletype and Telex network connects depots, speeds passenger and freight information for greater efficiency
- Providing passenger, mail, express and charter service daily with "On Time" efficiency and reliability



For FREE travel folders, schedules and other information, contact your local ticket or travel agent, or . . .



Canadian Coachways Ltd.



BUSES

All bus lines operate from the Union Bus Depot at 10216-102nd Street. Phone 424-8206 for information.

TO CALGARY AND BANFF (Greyhound)

—Buses leave Edmonton daily at 7:00 a.m., an Express non-stop at 8 a.m., 9:15 a.m., 12:30 p.m., 2:00 p.m., 3:15 p.m., 5:30 p.m., 6:00 p.m. and 12:30 midnight for Calgary. Connections for Banff on 8 a.m., 12:30 p.m., 3:15 p.m. and 12:30 midnight schedules.

TO JASPER (Greyhound)—One bus daily at 5:30 p.m. regular schedule. Additional bus at 8:30 a.m. daily from mid-June to September.

TO WINNIPEG (Greyhound) — Three buses per day leave Edmonton, 7:00 a.m., 1:30 p.m. and 10:30 p.m., for Winnipeg via Saskatoon, and three daily via Calgary and Regina.

TO VANCOUVER (Greyhound) — Three buses daily at 3:15 p.m., 6:00 p.m., and 12:30 a.m. From June 23rd for the summer months, an additional bus daily at 8 a.m.

TO BARRHEAD, FORT ASSINIBOINE AND SWAN HILLS (Northland Arrow)

—Daily at 5:30 p.m. and 1:30 p.m., except Sunday, when the 1:30 bus goes only to Barrhead.

TO PEACE RIVER (Canadian Coachways)

—Three buses daily, at 2:30 p.m., 9:00 p.m. and 12:01 midnight.

TO DAWSON CREEK AND FORT ST. JOHN (Canadian Coachways)—Three buses daily at 10:30 a.m., 9:00 p.m. and 12:01 midnight.

TO FORT VERMILION (Canadian Coachways)—Daily except Saturday at 12:01 midnight.

TO MANNING, HIGH LEVEL, PINE POINT AND HAY RIVER (Canadian Coachways)—Daily at 12:01 midnight.

TO YELLOWKNIFE (Canadian Coachways)—Monday, Wednesday and Friday at 12:01 midnight.

(Continued on Page 54)



Right at the centre of things in downtown Edmonton, the Mayfair Hotel is delighted to offer you all the special services that will make your visit to Edmonton a joy to remember . . .

DRIVE-IN PARKING ATTRACTIVE ROOMS

Bedrooms or bed-sitting rooms with every comfort and convenience.

Singles from \$7.50; Doubles from \$10.50.



MAYFAIR HOTEL

108th STREET AND JASPER AVE.

RESERVATIONS:

PHONE 424-7265

TELEX 037-2276

TWX 610-831-2241

AIR-CONDITIONED

MAYFAIR DINING LOUNGE

● STARLIT DINING ROOM

● COFFEE SHOP
● LOUNGES



(Continued from Page 53)

TO ALASKA (Canadian Coachways)—

Daily through service to Fairbanks, leaving Edmonton at 12:01 midnight, with connections at Tok Junction for Anchorage.

TO WHITEHORSE (Canadian Coachways)—Daily service leaving Edmonton at 12:01 a.m.

TO DAWSON CITY (Canadian Coachways)—Monday, Wednesday and Friday, at 12:01 a.m.

TO PRINCE GEORGE AND PRINCE RUPERT (Canadian Coachways)—Two buses daily, 10:30 a.m. and midnight, via Dawson Creek. Connection with ferry to Alaska.

An old fire engine at the Historical Exhibits Building



Bond Street Antiques

at the sign of the



White Griffin

10020 - 101A AVENUE

PHONE 424-6598

Dealers in Antiques of all Kinds

ANTIQUE FURNITURE • SILVER • PLATE

PEWTER • GLASS • CHINA • POTTERY • BRASS
PICTURES, PRINTS AND ETCHINGS

HOURS: JUNE, JULY, AUGUST—10 A.M. TO 5 P.M., TUESDAY TO SATURDAY
OTHER MONTHS—10 A.M. TO 5 P.M., MONDAY TO FRIDAY



PLANES

AIR-CANADA

Ticket Office in Macdonald Hotel Arcade and Corona Building, 108th Street and Jasper Avenue. Phones: 424-5161 — 422-8131.

To Calgary—4 flights daily, including 2 jet flights, with connections for southwestern U.S.

To Vancouver and Victoria—4 flights daily to Vancouver, except Saturday and Sunday, when there are 3 and Tuesday, when there are 5, with convenient connections to Victoria. Connections for western U.S., Australia, New Zealand and the Orient.

Prairie Service—2 flights daily to Saskatoon, 3 flights daily to Regina, 4 flights daily to Winnipeg, with connections to eastern Canada and the U.S.

To Eastern Canada and U.S.A.—4 jet flights daily to eastern Canada, except Sunday and Monday, when there are 3: Edmonton-Winnipeg and overseas Hudson's Bay Route.

CANADIAN PACIFIC AIRLINES

Ticket Office, 202 C.P.R. Building. Phone 424-7381.

Polar Route to Europe—Regular scheduled flights. Phone for detailed times.

To the Yukon — Flights to Whitehorse, Mayo and Dawson City.

Prince George and Vancouver—via Fort St. John; daily flights.

For information on flights to Mexico City, South America, Honolulu, Australia and the Orient, Lisbon, Madrid, Rome, Amsterdam and London, phone 424-7381.

CHARTER FLIGHTS

Courier Flights, Phone 455-3282.

Gateway Aviation, Phone 455-2196.

Superior Air Services Ltd.,

Phone 454-4517.

Wardair Canada Ltd., Charter Flights for clubs, associations, companies, groups and conventions. Phone 429-5121.

PACIFIC WESTERN AIRLINES

Ticket Office, Phone 455-7121.

CHIEFTAIN AIR BUS, EDMONTON-CALGARY

No reservations required. Leaves from Edmonton Municipal Airport. Three flights daily, 7:00 a.m., 12:30 noon, 5:15 p.m., arriving in Calgary one hour later.

Leaves Calgary 8:30 a.m., 2:00 p.m., 6:35 p.m., arriving in Edmonton one hour later.

NORTHERN SERVICE

To Peace River—Daily service except Sunday, 11 a.m.

To Fort Smith—Daily service except Sunday, 8:30 a.m., also 12 noon on Tuesday and Saturday.

To Yellowknife—Daily service except Sunday, Monday, Wednesday, Thursday, Friday at 8:30 a.m.; Tuesday and Saturday at 12 noon. Connections to Rocher River.

To Hay River, Fort Simpson, Norman Wells and Inuvik — Tuesday, Thursday, Saturday, 8:30 a.m. Connections to Fort Good Hope and Fort Norman.

To Fort Resolution—Wednesday and Friday, 8:30 a.m.

To Fort McMurray—Daily except Sunday, 6:45 a.m.

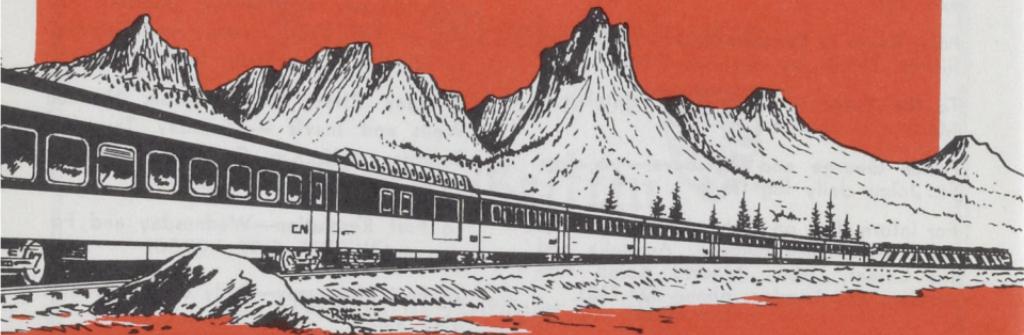
To Uranium City—Monday, Wednesday, Friday, 8:20 a.m.; Tuesday and Thursday, 6:45 a.m.

To Wrigley—First and third Thursday of each month at 8:30 a.m.

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CN serves Edmonton with convenient, fast, double daily transcontinental service featuring the Jasper route through the Canadian Rockies . . . a truly spectacular trip in CN's full-length, glass-topped Sceneramic cars. And CN's thrifty Red, White and Blue fares make it possible for you to go farther and see more when you go CN.



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TO JASPER (C.N.)—Two trains daily from Edmonton, 1:15 p.m. and 11:59 midnight. June 23rd to September 8th inclusive, three trains daily, 11:35 a.m., 1:15 p.m. and 11:59 midnight. Phone 424-0936 for train information.

TO CALGARY AND BANFF (C.P.)—Three trains daily to Calgary, 8:50 a.m., 1:30 p.m., 6:00 p.m. Two trains daily to Banff, leaving Calgary 7:35 a.m. and 1:30 p.m. Phone 422-2822 for information on C.P. schedules.

EAST-WEST DEPARTURES

FROM EDMONTON—

C.N.—Two trains leave daily east to Winnipeg-Toronto, Winnipeg-Montreal, 1:40 p.m. and 9:20 p.m. June 23rd to

September 8th inclusive, three trains daily, 1:40 p.m., 3:25 p.m. and 9:20 p.m. Two trains daily west to Vancouver, 1:15 p.m. and 11:59 midnight. June 23rd to September 8th inclusive, three trains daily, 11:35 a.m., 1:15 p.m. and 11:59 midnight.

C.P.—Two trains daily from Calgary east to Toronto and Montreal, 5:35 p.m. and 8:10 p.m. and two west to Vancouver at 7:35 a.m. and 1:30 p.m.

NORTH TO THE PEACE RIVER AND DAWSON CREEK

(Northern Alberta Railways)—One train Monday and Thursday for Dawson Creek, 7:00 p.m. Phone 424-0936 for information regarding schedules to Waterways.

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Canada's Largest Colonial Maple Furniture Shoppe • PHONE 482-2244



The Alberta Legislative Building overlooks the Saskatchewan River

Interior of the McDougall Memorial Church



The impressive main lobby of the Northern Alberta Jubilee Auditorium

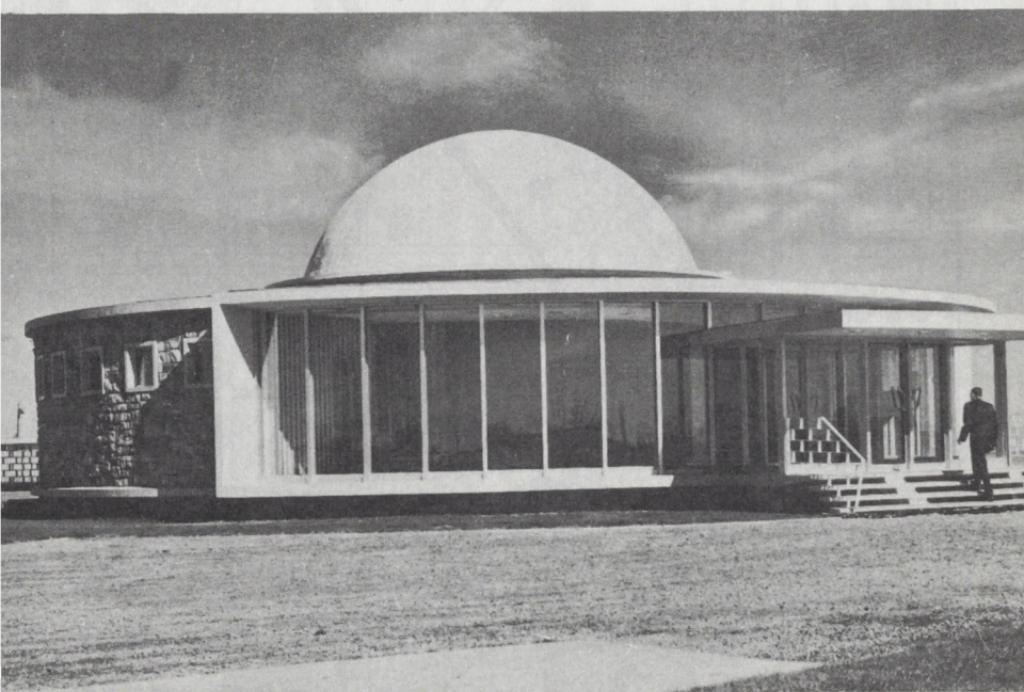


POINTS OF INTEREST

The following brief descriptions of places of interest in Edmonton and the surrounding district will assist the visitor in discovering the local color of the city. The majority of the points mentioned are on or close to the routes of the two scenic drives illustrated on pages 60 and 61.

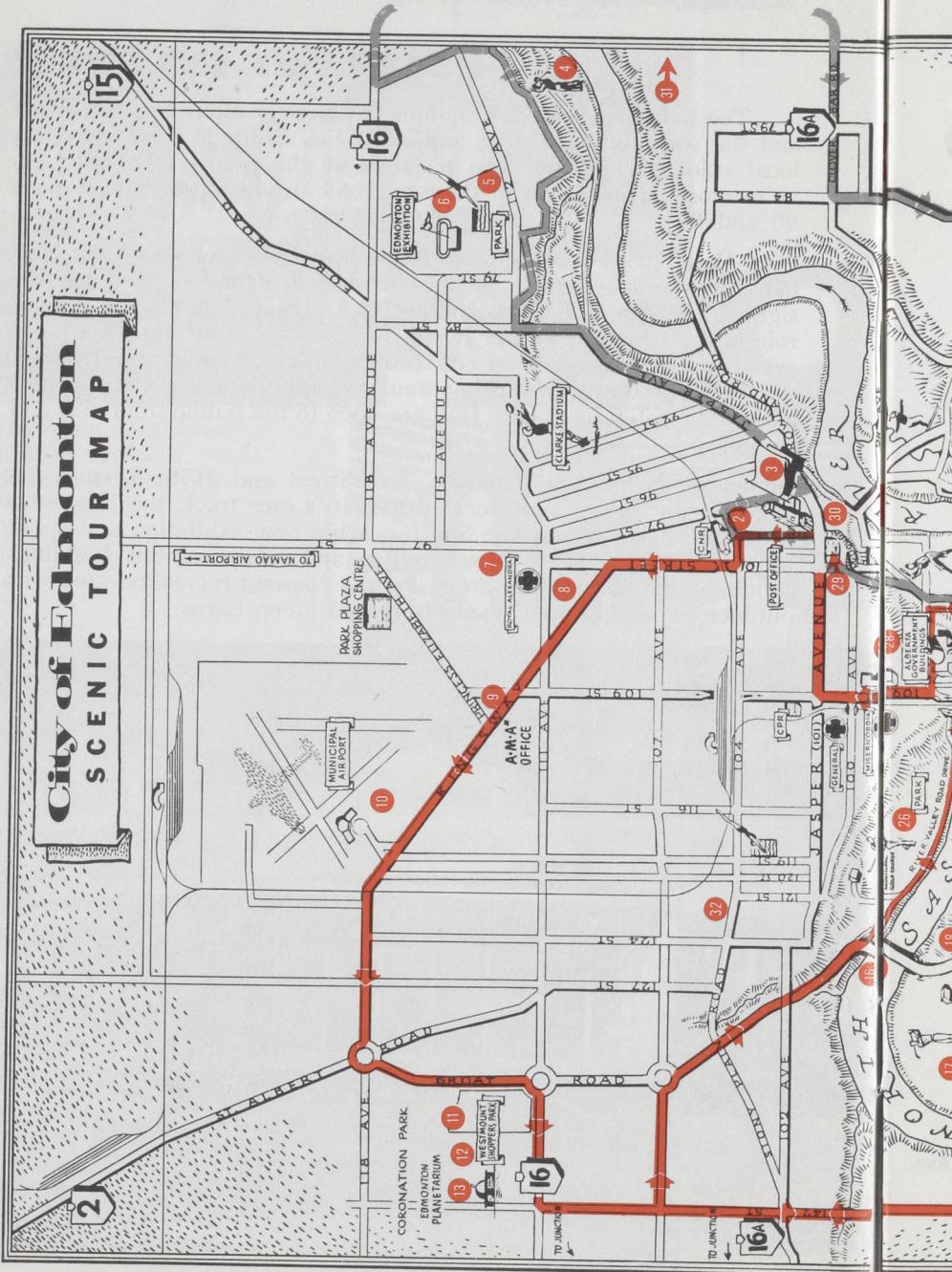
City Hall: 103rd Avenue and 100th Street. Edmonton's City Hall, handsome and extremely modern in design, expresses well the far-sighted character of an expanding city prepared to play a leading role in the country's future. It will be the focal point, facing a broad esplanade, of the renewed city centre which is being developed in the heart of downtown Edmonton. The top-floor observation deck and public cafeteria at City Hall are open to the public from 8:30 a.m. to 4:00 p.m. daily.

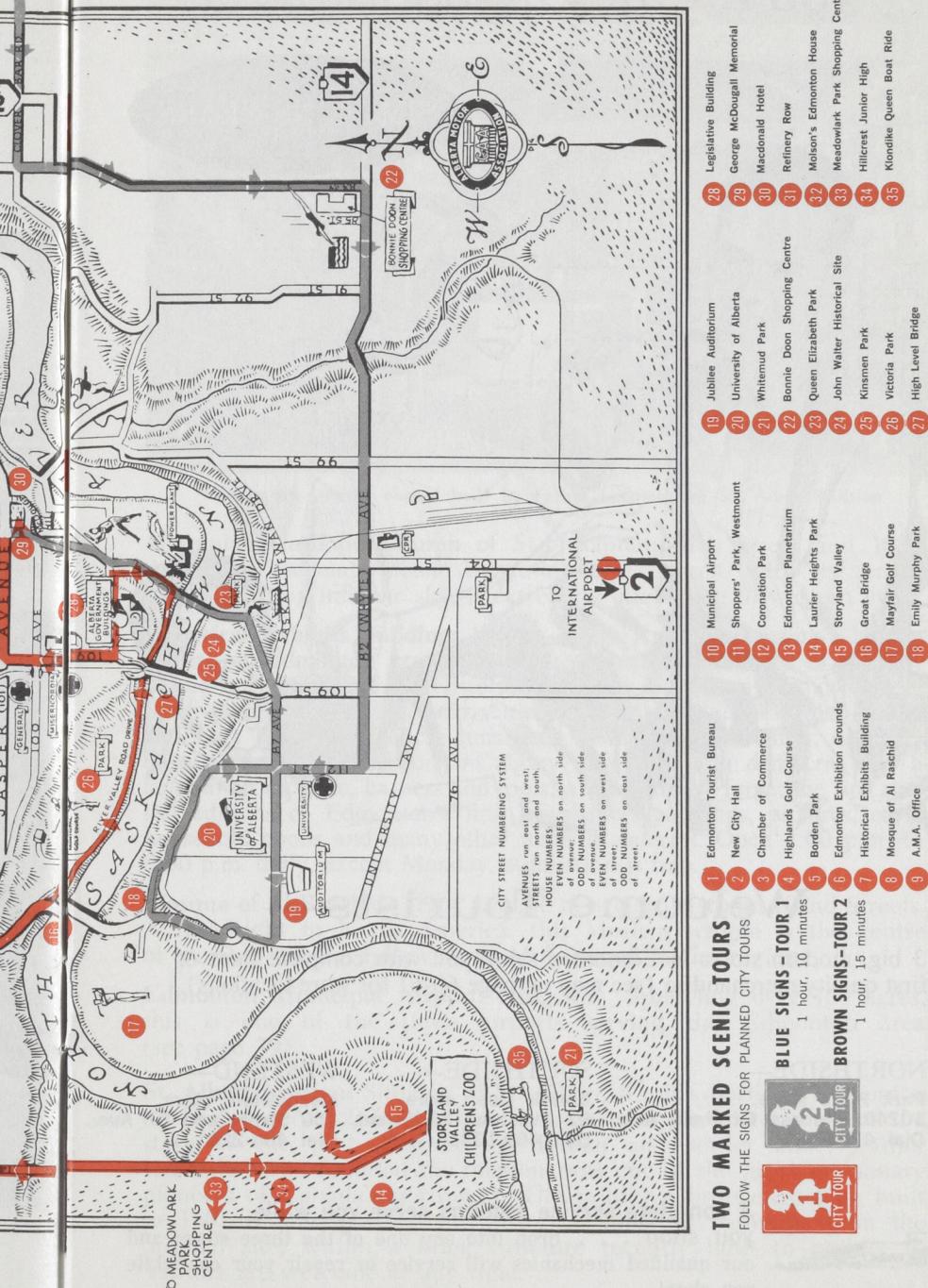
Edmonton Exhibition Grounds: 79th Street and 115th Avenue (see page 77). In this area are located the city's race track, the Edmonton Gardens' hockey arena, the Sportex, a big new exhibition and sports building, a large stock-show pavilion and many exhibits buildings. Adjoining the grounds is Borden Park, a pleasant recreation area with outdoor swimming pool, shade trees and green lawns.



Edmonton's Queen Elizabeth Planetarium

CITY OF EDMONTON SCENIC TOUR MAP





TWO MARKED SCENIC TOURS

FOLLOW THE SIGNS FOR PLANNED CITY TOURS

BLUE SIGNS - TOUR 1

1 hour, 10 minutes

BROWN SIGNS - TOUR 2

1 hour, 15 minutes



air conditioned
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SIMPSONS-SEARS



Welcome Tourists -

3 big, modern stores in Edmonton serve you with complete lines of first quality merchandise (see map on page 60-61 for store locations).

NORTHSIDE—

Park Plaza store,
10240 Princess Elizabeth Ave.,
Dial 479-8431

SOUTHSIDE—

Bonnie Doon store
82 Ave. and 83 Street,
Dial 469-1331

WESTEND—

Meadowlark store,
156 Street and 87 Ave.,
Dial 484-2281.

3 complete service stations serve you while you shop . . . drop into any one of the three stores and our qualified mechanics will service or repair your car while you shop!



Interior of original chapel built by Father Lacombe at St. Albert Mission

Ukrainian Catholic Church of St. Josaphat: 97th Street and 108th Avenue. This magnificent Byzantine-style church, with its temple crosses soaring into the sky, is extremely interesting to western eyes.

Historical Exhibits Building: 10105 - 112th Avenue. Housing a human history of Edmonton area as well as the official archives of the city dating back to 1795, the Historical Exhibits Building is a showcase of the lives of the district's early settlers. Exhibits include Eskimo, Indian and Fort Edmonton relics; guns used in the Riel Rebellion; an early ox-cart, an old Edmonton-to-Calgary stage coach, a democrat and a landau; an ox yoke, harness and tools; a blacksmith's forge; the first and last editions of Edmonton's first newspaper, paintings, pictures, early household goods and many other items of interest. Open 2:00 p.m. to 5:00 p.m. daily, except Monday. Admission is free.

Mosque of Al Raschid: 111th Avenue between 101st and 102nd Streets. A rare sight in North America, this Moslem temple is the centre of worship for the followers of Mohammed in the region.

Edmonton Municipal Airport: Kingsway. Sprawling over 750 acres, this is one of the three airports serving the Edmonton area (see page 79).

St. Albert Mission: Situated at St. Albert, 8 miles north of Edmonton on Highway No. 2. In this historic mission is preserved much of the story of the past. Beloved by Indian and settler alike, Father Lacombe, who founded the mission, was one of the great missionary pioneers of Canada's northwest. The primitive little chapel he built in 1861 is now part of the historical museum maintained on the original site, within a brick structure recently built to protect it. Visitors are welcome at any time.

WELCOME TO EDMONTON...

Capital of the Province of Alberta.



IN EDMONTON every guest is a special guest. From the time you receive your first friendly welcome, at the Tourist Bureau at the entrance to the City, until your departure, Edmonton's hospitality is planned to not only make you feel welcome but to make your stay pleasurable and enjoyable.

IN EDMONTON there are places to visit and things to do . . .

- ALBERTA GAME FARM
- ART GALLERY
- CHEMICAL ROW
- CITY HALL AND
OBSERVATION DECK
(Monday through Friday,
8:30 a.m. to 4:00 p.m.)
- GOLF COURSES
- HISTORICAL EXHIBITS
BUILDING
- JOHN WALTER HISTORICAL SITE
- McDougall Memorial
MUSEUM AND SHRINE
- MOLSON'S EDMONTON HOUSE
- MOSQUE AL RASCHID AND SOME
200 OTHER CHURCHES
- MUSEUM AND PROVINCIAL
LEGISLATIVE BUILDING
- NORTHERN ALBERTA
JUBILEE AUDITORIUM
- PIONEER VILLAGE
- QUEEN ELIZABETH
PLANETARIUM
- RIVER BOAT CRUISES
(KLONDIKE QUEEN)
- ST. ALBERT MUSEUM
- STORYLAND VALLEY ZOO
- SWIMMING POOLS
- UNIVERSITY AREA
- ELK ISLAND PARK
- TOMAHAWK PARK
- BIG ISLAND

Look for the Tourist Bureau at 5068 Calgary Trail . . . or phone 434-5322 for information upon your arrival. Open 9 a.m. to 9 p.m. . . . 7 days a week.

THE CITY OF EDMONTON





KLONDIKE

* DAYS *

EDMONTON
JULY 12 • 17

Join the fun and excitement of Edmonton's biggest show—KLONDIKE DAYS! Enjoy the spine-tingling rides, exciting acts on the mile-long, thrill-packed, midway. Re-live the fabulous gold rush era and mingle with the crowds at the free downtown celebrations. STRIKE IT RICH at Edmonton's KLONDIKE DAYS.



- * \$10,000 Bonanza Gate Prize
- * Pan for gold nuggets in the Chilkoot Mine
- * Ringling Bros. and Barnum & Bailey Circus
- * Free "Klondike Follies" Grandstand Spectacular
- * Free Downtown Celebrations

SUMMER RACING SEASON

The 39-day summer racing season at Northlands Track sees top thoroughbreds race for the richest purses in western Canada.

RACE DATES:

June 12 - July 3 • July 12 - July 17 • Aug. 7 - Aug. 23
CANADIAN DERBY:—Aug. 14—\$15,000 added



Children love the fantasy-land of Storyland Valley

Shoppers' Park, Westmount: 111th Avenue at Groat Road. More than forty stores, shops and other services are located in this attractive shopping centre—one of the largest in western Canada. Away from the crowded downtown business centre, the Shoppers' Park offers free parking space for about 3,000 cars as well as every shopping convenience and service. Tourists wearing casual travel togs will feel quite comfortable shopping in the casual suburban atmosphere of this shopping centre.

Queen Elizabeth Planetarium, Coronation Park: 111th Avenue and 142nd Street. The new Planetarium was commenced in 1959 and dedicated in honor of Queen Elizabeth II during her visit to Edmonton in July of that year. It stands in Coronation Park, a 90-acre area of parkland now under a development program which began in 1953 to commemorate the coronation of Queen Elizabeth. A fine planetarium with the most modern equipment, this building is open to the public daily, except Thursday. Astronomical showings commence each week-night, except Thursday, at 7:30 p.m. Weekend showings at this theatre of the stars are at 3:30 p.m. on Saturdays, and at 2:00 p.m., 3:00 p.m. and 4:00 p.m. on Sundays.

Storyland Valley Zoo: Laurier Heights Park. Follow 142nd Street south to 87th Avenue and turn left into Buena Vista Road, which leads south to the river and the children's zoo. This delightful story-

book zoo is unique in North America. Small animals and fowl which may be safely approached by small children inhabit whimsically designed houses straight from a child's fairytale book. Designed to appeal to children, this little land of fantasy is as fascinating to adults as it is to their offspring. Children may also take a trip on a quaint miniature railway train or ride a burro here. The zoo opens to the public at 12:00 noon daily and closes at 8:00 p.m.

Meadowlark Park Shopping Centre: 156th Street and 87th Avenue. At this very modern new shopping centre, shoppers are protected from the weather by an attractive covered mall unique in western Canada, onto which all of the forty-odd stores and shops open. There is plenty of parking space and tourists are invited to come in casual travel dress to inspect Edmonton's newest shopping centre.

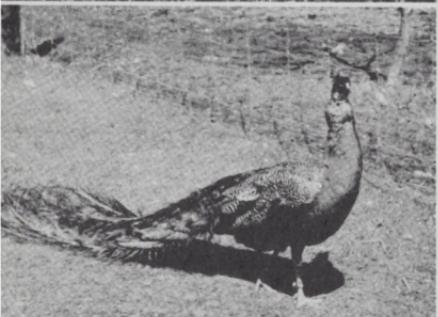
Hillcrest Junior High School: Jasper Place, 16008-80th Avenue. An extremely interesting innovation in school design, this circular, windowless school is Canada's first "all-gas" school. Natural gas is employed as the sole energy source for the building, used for the generation of electricity, winter heating and summer cooling.

Molson's Edmonton House: 12060-104th Avenue. This interesting reconstruction of Edmonton House, the chief factor's house at old Fort Edmonton, is surrounded by stockade and block-house towers built to the exact proportions of the original. It is furnished with hand-made, wooden pegged replicas of the furniture of the time, and houses an interesting display of mementos and artifacts of the early days of Fort Edmonton. Visitors are welcome to inspect Edmonton House between 1:00 p.m. and 5:00 p.m. daily, June through September, and on Tuesday, Thursday, Saturday or Sunday, same hours, during the winter months. Special group tours are welcomed and may be arranged by appointment. Admission is free.

Groat Bridge: A very pleasant scenic drive along Groat Road and over the Groat Bridge links North and South Edmonton in the city's west end. Continuing in a south-westerly direction along Saskatchewan Drive after leaving Groat Bridge, and jogging right just south of 76th Avenue, the motorist drops down into the river valley in a picturesque drive to the city's Whitemud Park.

River Valley Road Drive: A delightful scenic drive through the river valley parkland follows closely the north bank of the Saskatchewan River between the Groat Bridge and the 105th Street Bridge, providing many lovely views of the river and its wooded valley, and imparting to the motorist a relaxing feeling of remoteness from the busy city surrounding him on all sides.

Mayfair Golf and Country Club is beautifully situated on the south side of the Saskatchewan river, easily approachable by the Groat Bridge from the north and by Saskatchewan Drive from the south side.



ANIMALS...

from all parts of the world

Arabian camels . . . llamas from Peru . . .
Sicilian donkeys . . . Tibetan Yaks . . .
40 species of deer from many regions . . .
and native animals and bird life as well!

See them all at the

ALBERTA Game Farm

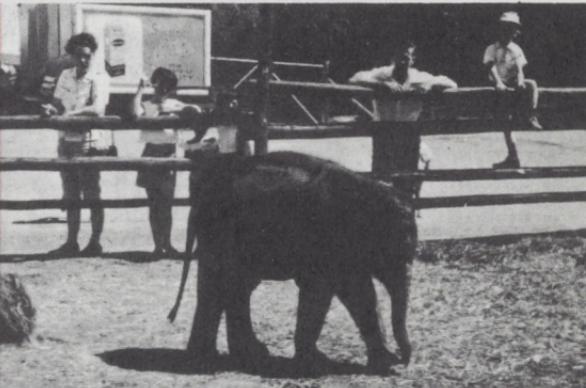
15 MILES EAST OF EDMONTON
ON HIGHWAY No. 14

The pens and parkland enclosures housing the animals are all within easy walking distance of the entrance to this 1000-acre game farm.

PICNIC GROUND WITH TABLES
AND BENCHES OVERLOOKS THE
LAKE WHERE SWANS, GEESE AND
MANY WATERFOWL ABOUND.

Admission: Adults \$1.00
Children Free at all times

OWNED AND OPERATED BY
AL OEMING, ZOOLOGIST AND
WILD LIFE OBSERVER



NEWS every hour and 1/2-hour

SPORTS at 1/4 to the hour

THE TIGER OF ALBERTA!

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University of Alberta: South of Saskatchewan Drive at 112th Street. With campuses in Edmonton and Calgary, the University of Alberta is one of the five largest and most respected universities in Canada. The Edmonton campus, founded in 1908, today has a full-time student enrolment alone of over 9,300. This figure is expected to increase by more than 1,100 for the 1965-66 academic year. Within its sixteen faculties and schools, including one of the three largest graduate schools in Canada, over 800 faculty members are currently engaged in teaching and research in studies ranging on the professional side from medicine and its affiliated disciplines, engineering, and the basic sciences, through to the social sciences, humanities and fine arts.

University of Alberta Museum: Arts building, University campus.

Northern Alberta Jubilee Auditorium: 87th Avenue and 114th Street, adjacent to the University campus. Commenced in 1955, Alberta's Golden Jubilee year, in commemoration of the fiftieth anniversary of the inauguration of the Province of Alberta, this magnificent Jubilee Auditorium was built by the Government of the Province of Alberta. Judged by experts to be one of the finest multi-purpose auditoriums on the continent, the auditorium proper seats approximately 3,000 people and is equipped with the most modern and extensive stage, lighting and sound facilities obtainable. The beautiful and impressive main lobby, a second small auditorium, an art and display gallery, a banquet room with complete kitchen facilities, meeting rooms, practice rooms, lounges, dressing rooms and offices are all combined here to make this building the centre of many of the cultural

Spend a day

among the intriguing exhibits and join in the fabulous fun at

Len's PARKLAND

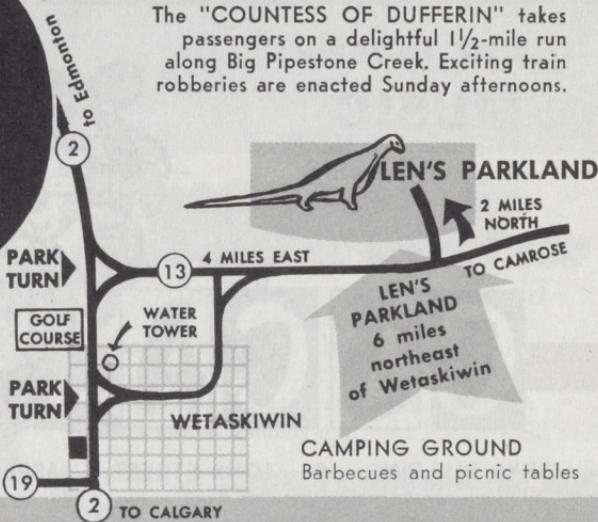
AT WETASKIWIN

40 miles south of Edmonton
on Highway No. 2

DINOSAURS • MYSTERY HOUSE
GLASS BOTTLE CASTLE
MUSEUM • RIVER-BOAT CRUISES
MERRY-GO-ROUND • BEAVER DAM TURN
SMALL ZOO • REPLICA OF FORT
INDIAN GRAVE • and many many
other attractions



The "COUNTESS OF DUFFERIN" takes passengers on a delightful 1 1/2-mile run along Big Pipestone Creek. Exciting train robberies are enacted Sunday afternoons.



activities of northern Alberta. An identical Jubilee Auditorium has also been built in the City of Calgary. Visitors may inspect the Auditorium daily between 8:00 a.m. and 8:00 p.m.

Bonnie Doon Shopping Centre: Travelling east on 82nd Avenue (Whyte Avenue) to 85th Street, one arrives at the huge new Bonnie Doon Shopping Centre which serves the rapidly expanding south-side and eastern portion of the city. Forty-three stores and services, including the beautiful, ultra-modern Johnstone Walker store, are located here, and the huge parking area is capable of accommodating a flow of more than 10,000 cars daily. Here, too, the tourist may shop in the most casual motoring costumes without feeling in the least conspicuous.



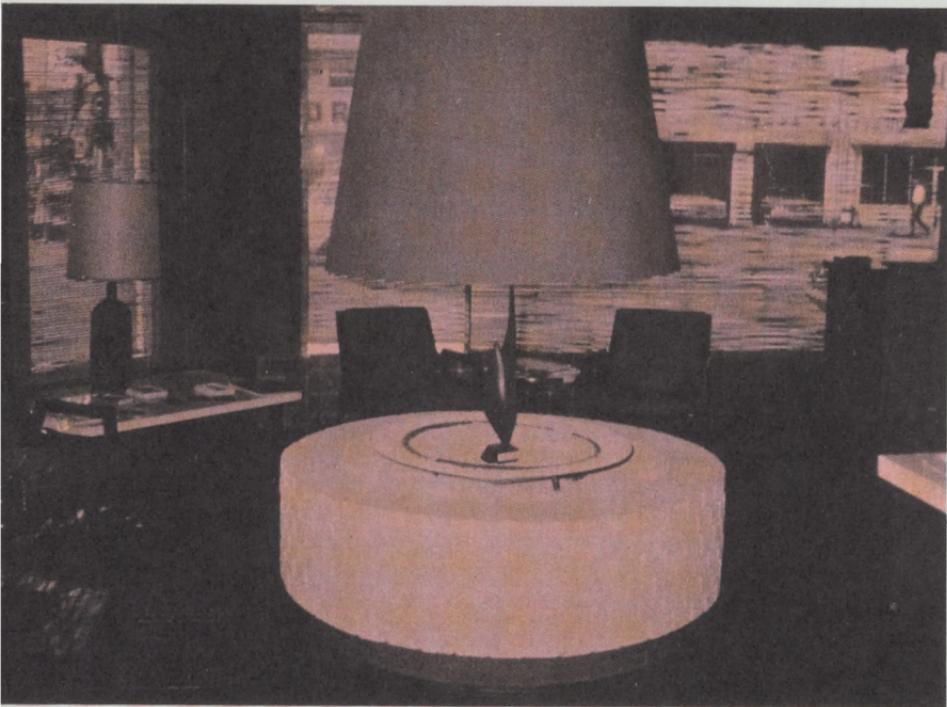
John Walter Historical Site: 10627 - 93rd Avenue. Here is one of the first hand-hewn log houses, built in Edmonton in 1874, still standing in its original location on the south bank of the Saskatchewan River. In its day it has served as a ferry office, a telegraph station and a stopping house. Now kept as a small museum, the old house is filled with pictures and relics of the Walter family and of the early days in Edmonton. The building is open to visitors daily, except Monday, between 2:00 and 5:00 p.m. during the summer months. In fall and winter it is open Sundays only, 2:00 to 5:00 p.m. Admission is free.

High Level Bridge: Spans the Saskatchewan River valley at 109th Street.

Alberta Legislative Building: 109th Street and 97th Avenue. Among the most dignified and beautiful in Canada, the Alberta Legislative Building stands on park-like grounds where fierce Indian battles once were fought. On this spot stood old Fort Edmonton and here the first Christian service in Alberta was held. Into the Legislative chambers have gone progressive members of all shades of political thought, representatives of the forward-looking peoples who have made Alberta unique among provinces. Visitors may tour the Legislative Building between 8:30 a.m. and 4:30 p.m. daily. Saturday hours during the summer are 9:00 a.m. to 5:00 p.m.

Portions of displays at the Historical Exhibits Building





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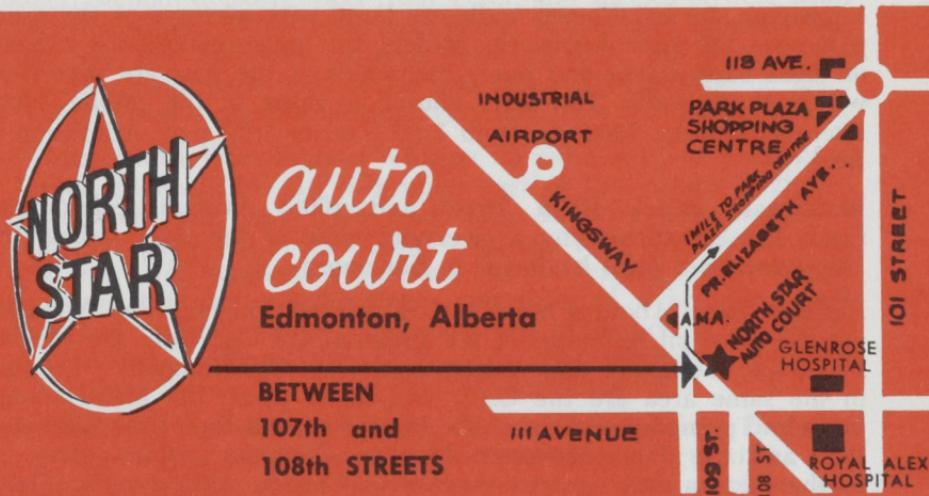
The Government of Alberta Museum Display in the Legislative Building is most interesting and informative, tracing in its exhibits the progress of the province from the earliest fur-trading epoch to the industrial present.

Field Force Cairn: On grounds of new Administration Building on 109th Street. This cairn was erected to the memory of the task force which, during the Riel Rebellion, engaged Big Bear's Indian warriors in Saskatchewan and prevented an Indian uprising in Alberta.

Government Centre: In the immediate vicinity of the Legislative Building have recently been built a number of large new provincial and federal government administrative buildings and it is expected that eventually this whole area will be given over to government buildings of this type.

Edmonton Art Gallery: 9842 105th Street. Visitors to Edmonton may view the paintings and sculpture of Edmonton and Alberta artists here, as well as contemporary art from all parts of the continent. The Gallery is open from 9:00 a.m. to 9:00 p.m. on weekdays and from 2:30 to 5:00 p.m. on Sundays.

Cenotaph: 100th Avenue and 102nd Street. Edmonton's war memorial.



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- * Kitchen Facilities
- * Television, Radio, Phones
- * Automobile Plug-ins
- * Neighborhood Grocery, Drug Store, Bank and Barber Shop
- * 10 minutes to Exhibition Grounds and Race Track



Visitors inspect the first church ever built north of Edmonton, now at the Great North West Pioneer Village site

George McDougall Memorial Shrine and Museum: 101st Street at 100th Avenue. Standing quietly in the shadow of McDougall United Church is a small and unpretentious building with the legend, "Methodist Church, 1873," above the door. This was the first building to stand outside the protecting walls of old Fort Edmonton. Now serving as a memorial and shrine to the man who built it, the Reverend George McDougall, who spent many years as missionary and peacemaker on the prairies, the little church has now become a museum. Its hand-hewn walls are hung with pictures of the great pioneers—the missionaries, the traders, the homesteaders, the citizens of those early days—and many mementos of the past are preserved within these walls. The little church is open to the public every afternoon, except Monday, from 2:00 p.m. to 5:00 p.m. Admission is free.

Macdonald Hotel: 100th Street and 100th Avenue. Edmonton's finest hotel, commanding a sweeping view of the river valley, the Macdonald is a local landmark in Edmonton.

Refinery Row: About 4 miles east of the city, on Highway No. 16A, are the huge oil refineries of the Imperial Oil Co., Ltd., the McColl Frontenac Company and British American Oil Company. Located in the same area are the C.I.L. Polythene plant, the giant storage tanks and pumping stations of the Interprovincial Pipe Line Company Ltd. and the Trans-Mountain Pipeline Company, which carry oil to the eastern and western reaches of Canada respectively. About 1½ miles north and a quarter of a mile west of the B.A. Refinery visitors can see the tremendous petrochemical plant of the Canadian Chemical Company Limited. A number of plants linked with the petrochemical industry, and a steel rolling mill are also established in this refinery row area. Visitors are especially pleased with the appearance of this region at night when the tall cracking towers and stills of all these refineries and plants are ablaze with myriads of sparkling lights.

Klondike Queen River Cruises: Operating from docks at Storyland Valley Zoo, Laurier Heights Park. The "Little Klondike Queen", a 50-foot, diesel-driven paddlewheel river boat, takes you back into the past, as it plys the waters of the North Saskatchewan River, which flows through the centre of the city. This spanking white sternwheeler with its gay trim of red, blue and yellow, churns its way serenely up the river, alternating half-hour and one-hour cruises, including a star-studded moonlight cruise. With a crew of three and facilities for 60 passengers, the "Little Klondike Queen" opens a thrilling vista of scenery for the sightseer. Dense wooded bluffs, craggy cliffs, eyrie homes and a new and thrilling view of the city is enjoyed by the paddlewheeler passenger. Cruises run daily from mid-May through September, and charter cruises may be arranged.

Alberta Game Farm: 15 miles east of the city on Highway No. 14. Visitors to Edmonton who are interested in wild life should not fail to visit this fascinating game farm. A large 1000-acre tract of uncultivated land, it is well-wooded, with a lovely natural lake and traversed by a number of meandering streams. Arranged in a series of crescents within easy walking distance from the entrance are the pens and large enclosures inhabited by animals from all parts of the world as well as by species native to the Canadian northwest. You will see not only timber wolves, lynx, bobcat, wolverine, porcupine, fox and caribou, but also camels, llama from South America, reindeer, Sicilian donkeys, yaks from Tibet, and species of deer from all over the world. Wild ducks and geese, beaver and muskrat live on the lake, and brilliantly colored peacocks roam the whole area. A pleasant picnic park with tables and benches overlooks the lake. The Game Farm is open to visitors every day from 9:00 a.m. till dark.

The Great North West Pioneer Village: 23 miles west of Edmonton on Jasper Highway No. 16, 1½ miles east of the Alaska Highway junction. Here you may walk back into Alberta's pioneer past—actually less than 100 years distant—and see how the first settlers of this area lived while they subdued the wilderness and built the communities that became the towns and cities of today. Displayed in historical original pioneer buildings are thousands of authentic relics of Alberta's pioneer life. A pleasant picnic ground at the edge of a little lake invites the visitor to pause for lunch.

Len's Parkland, Wetaskiwin: 40 miles south of Edmonton on Highway No. 2. In a natural wooded setting just northeast of Wetaskiwin, this recreation park features an interesting museum, replicas of ancient dinosaurs, a beaver dam, a small zoo, many intriguing exhibits, a train ride, river boat rides and a camping ground equipped with barbecues and 150 picnic tables. A scenic and delightful place to spend a day in the open.

Klondike Fashion Centre



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AUTHENTIC COPIES of Klondike era fashions in cotton, silk, brocades and velvets. Sizes 10 to 20 in stock.

Any type made to order and styled especially for you.

ACCESSORIES: Parasols, Bags, Hair Bows, Neckbands and Plumes for evening wear. Hats made to order.

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AGENTS FOR ALLIED VAN LINES



KLONDIKE DAYS

JULY 12th to 17th!

COME TO EDMONTON FOR KLONDIKE DAYS, July 12th to 17th! Join in the fun and excitement of Edmonton's annual mid-summer extravaganza — a joyous re-enactment of the thrilling, delirious, rough-and-tumble days of the Yukon Gold Rush, combined with a trade and agricultural exhibition, a big race meet and a huge festival of entertainment.

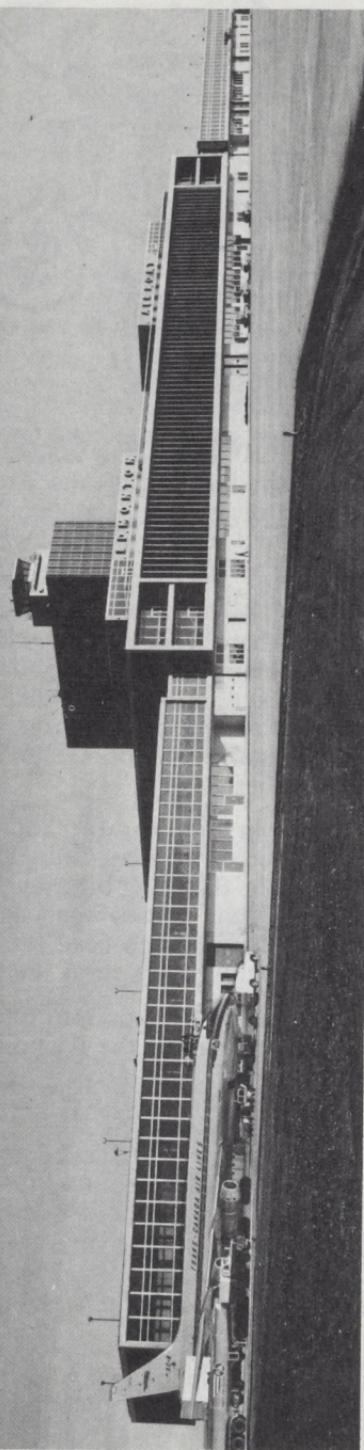
Everywhere you go you will meet tough old prospectors, slick-haired gamblers, and dazzling dance-hall girls — the citizens of Edmonton decked out in Klondike finery. For a whole week there is dancing and entertainment in the streets while the main show goes on at the Edmonton Exhibition Grounds at 79th Street, between 112th and 118th Avenues.

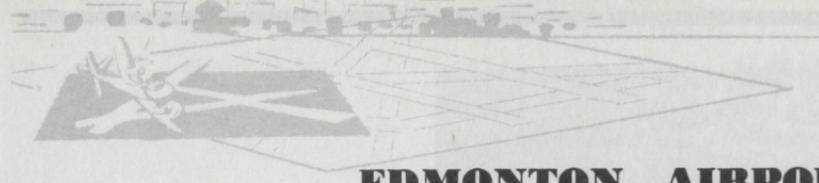
Arrive in time for the Sourdough River Race along the Saskatchewan River on Sunday, July 11th. Be out bright and early Monday morning for a flap-jack breakfast on the street and join the throngs to see the mile-long parade that signals the commencement of Klondike Days celebrations. Then head for the Exhibition Grounds where "Klondike Mike" will greet you at the main gate.

You will be hard-pressed to decide what to do first, but there is an entire week to sample the Klondike Days program. Fine exhibits in the fabulous SportEx Building will claim your attention. A visit to the Sales Pavilion for the Livestock Show, one of Canada's major agricultural shows, will be of prime interest. Eight races are run daily, with western Canada's finest thoroughbreds competing, in the week-long race meet. You can't miss Ringling Bros. Barnum & Bailey Circus or the free "Klondike Follies" grandstand show and fireworks staged nightly. Klondike characters will offer you chances on 1,500 silver dollars and you can pan for real Yukon gold nuggets at the Chilkoot Mine. And there are all the rides and shows and hurly-burly of the midway, too!

Edmonton invites you to become a latter-day "Cheechako" and mingle with the thousands who flock in holiday mood to enter into the fun and festivity of the city's big Klondike Days celebrations.

Edmonton International Airport





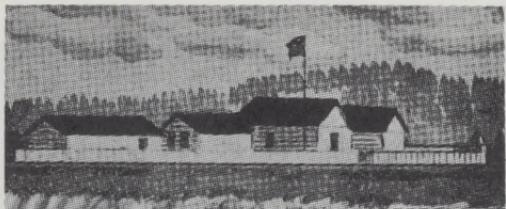
EDMONTON AIRPORTS

THE TREMENDOUS commercial and strategic significance of Edmonton's location at the threshold to the vast northern areas of this continent has made the city an air centre of world-wide importance. Major airlines schedule flights in and out of Edmonton for all parts of the world. Eight or nine other airlines carry millions of pounds of freight annually between Edmonton and the north, the Yukon and Alaska, servicing the Peace River area, the huge mining production of the north, the fur trade, and scores of other far northern projects. Certainly one of Canada's busiest air centres, Edmonton handles a larger volume of air freight than any other centre in the country.

The municipally owned Edmonton Airport was the first licensed commercial airport in Canada and the development of air transport on this continent has been a greater contributing factor to the development of the city than it has in any other major centre. Edmonton was the base of the famous Canadian bush pilots who, after World War I, played so dramatic a part in the opening up of the north and the great mining projects that made Edmonton their distributing centre. Now, however, the 750-acre Industrial Airport with its 664,036 square yards of heavy, three-mile runways is inadequate to handle the increasing size and weight of heavy transport and jet aircraft.

For this reason the federal government has built the gigantic new **International Airport**, located about 14 miles south of Edmonton. Opened in the fall of 1960, this new airport is capable of handling huge transport loads from all parts of the world. The Terminal Building is one of Canada's finest examples of modern airport planning and construction. One of the largest air terminals in Canada, the Edmonton International Airport services the great jets of major Canadian and U.S. airlines, and it is predicted that, in the near future, it will be especially valuable in the implementing of Canada's vast northern expansion programs.

A large military air base at Namao, adjacent to the City of Edmonton, handles the vital R.C.A.F. and U.S.A.F. air traffic in the area.



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SPORTS IN EDMONTON

EDMONTON, like most cities and towns of the west, is typically sports-minded. Throughout the year, summer and winter, general interest in sporting events runs high. The natural vigor and energy of the people in this part of the world expresses itself in a zest for both spectator and active participant games of all kinds.

Baseball: At Renfrew Park, one of western Canada's finest baseball parks, 103rd Street and 96th Avenue, ball fans can see a hard-hitting game of Class "A" baseball when the four-team City of Edmonton senior amateur league plays on Tuesday, Wednesday, Saturday nights and Sunday afternoons, May through September. All night games are played under floodlights, commencing at 7:30 or 8:00 p.m., and the Sunday games are generally double-headers. This is top quality ball, with the best players in Edmonton and district stepping up to the plate and swinging for the home-run hit. For game confirmations, consult the newspaper, phone the radio stations or the park at 422-4218.

Fastball: Visitors are assured of an interesting game of fastball almost any night of the week, for Edmonton's Senior Men's and Women's Leagues play at Clarke Stadium, 111th Avenue at 92nd Street between 108th Avenue and Stadium Road, and at the South Side Athletic Park, 104th Street and 76th Avenue, Monday through Friday in the evenings and on Sunday afternoons. Clarke Stadium is floodlighted for evening play. Details regarding game schedules can be obtained from the Northern District Organizer for Alberta, Mrs. Elsie Barlow, 101 Condell Block, telephone 422-1876.

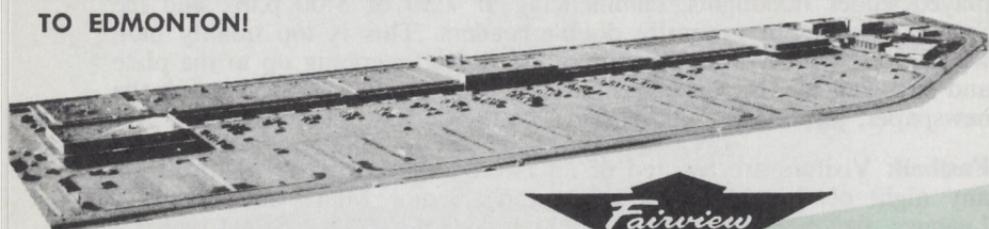
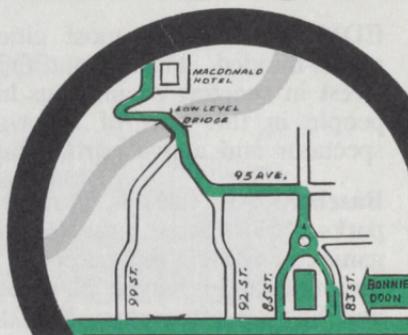
Football: Edmonton's professional football team, the Edmonton Eskimos, plays in the Western Conference, with scheduling between Edmonton, Calgary, Vancouver, Winnipeg and Regina. The Western Conference winner plays the top Eastern Canadian team for the coveted Grey Cup trophy, highest honor in Canadian football. Games commence in early August and continue through to the Grey Cup Game at the end of November. An interlocking schedule with the eastern league makes it possible for Edmonton fans to see all of the Big Four eastern teams in action during the season. Visitors who are in Edmonton during the football season should not miss an opportunity to join the exuberant crowds who flock to Clarke Stadium to watch the Edmonton Eskimos' thrilling brand of football.

Soccer: Becoming more popular, both as a spectator and participating sport, soccer in Edmonton has grown to a 2-division league, and offers excitement and thrills in games every day of the week. The first division plays at Clarke Stadium, 111th Avenue and 92nd Street, Monday, Wednesday and Saturday nights at 8:00 p.m., and Sunday afternoons. The second division, including teams from Hinton and Red Deer, plays Tuesday and Friday nights at 7:00, and Sunday afternoons at Coronation Park, 111th Avenue and 142nd Street. Both parks are

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floodlighted for evening play. In addition there are Exhibition Games throughout the season, and scheduled Provincial and Dominion Playoffs. The schedule runs from May through September.

British Rugby: See a tough and exciting game of British Rugby at the South Side Athletic Park, 104th Street at 76th Avenue, any Saturday afternoon between May and the fall's first snowfall (except for six weeks between July 1st and August 15th). Nine teams play in the two divisions of the Edmonton Rugby Union organization, and two games are played each Saturday at the South Side Athletic Park, the first game commencing at 1:30 p.m. Special games are played with visiting teams on most long weekends.

Cricket: It often comes as a surprise for visitors and newcomers to the city to learn that cricket is played regularly here. Five teams in the Edmonton league play every Saturday and Sunday afternoon throughout the season at the cricket ground in Victoria Park, just south of the golf club house. Junior teams play Saturday mornings, and there is practice in the nets every evening.

Horse Racing: Three race meets, with pari-mutuel betting, are held at Northlands Park, Exhibition Grounds, in Edmonton each season. The Spring Meeting this year will last for 15 days, June 12th to July 3rd, followed by the Exhibition Week Meet July 12th to 17th. The 14-day August Meeting commences August 7th and runs through to August 23rd. The famous Canadian Derby, for a \$15,000 purse, Canada's biggest race next to the Queen's Plate, is run in Edmonton at the August Meeting. Canadian Derby Day is an exciting and colorful day at the track, with special ceremonies in connection with the big race, including the attendance of the Lieutenant-Governor, who always arrives in an official horse-drawn landau, an elegant equipage reserved for such occasions.

Harness Racing: The thrilling and colorful sport of harness racing will be seen at Edmonton's Northlands Park, August 27th to October 16th, with a short recess between September 28th and October 5th. Races are held at night under brilliant lights, and spectators will thrill to the beauty, stamina and rhythmic action of the beautiful light harness horses as they wheel about the track with their bicycle sulkies, guided by drivers in bright racing silks. A pari-mutuel betting system operates at the track.

Hockey: Outstanding junior hockey is played at the Edmonton Gardens during the winter months. Edmonton's team, the Edmonton Oil Kings, were Memorial Cup winners in 1963.

Golf: For holidayers whose first thought is a likely game of golf Edmonton has several really excellent courses.

PUBLIC COURSES:

Victoria Golf Course, Victoria Park.

Riverside Golf Course, Dawson Bridge, No. 16 Highway.

PRIVATE GOLF CLUBS:

Mayfair Golf and Country Club, South Side.

Edmonton Country Club, 156th Street.

Belvedere Golf and Country Club, 9455 - 75th Street.

Broadmoor Club, Sherwood Park.

Glendale Golf and Country Club, 3 miles west of 170th Street and 118th Avenue.

Highlands Golf Club, 66th Street and Ada Boulevard.

Derrick Club, 10908 - 54th Avenue.

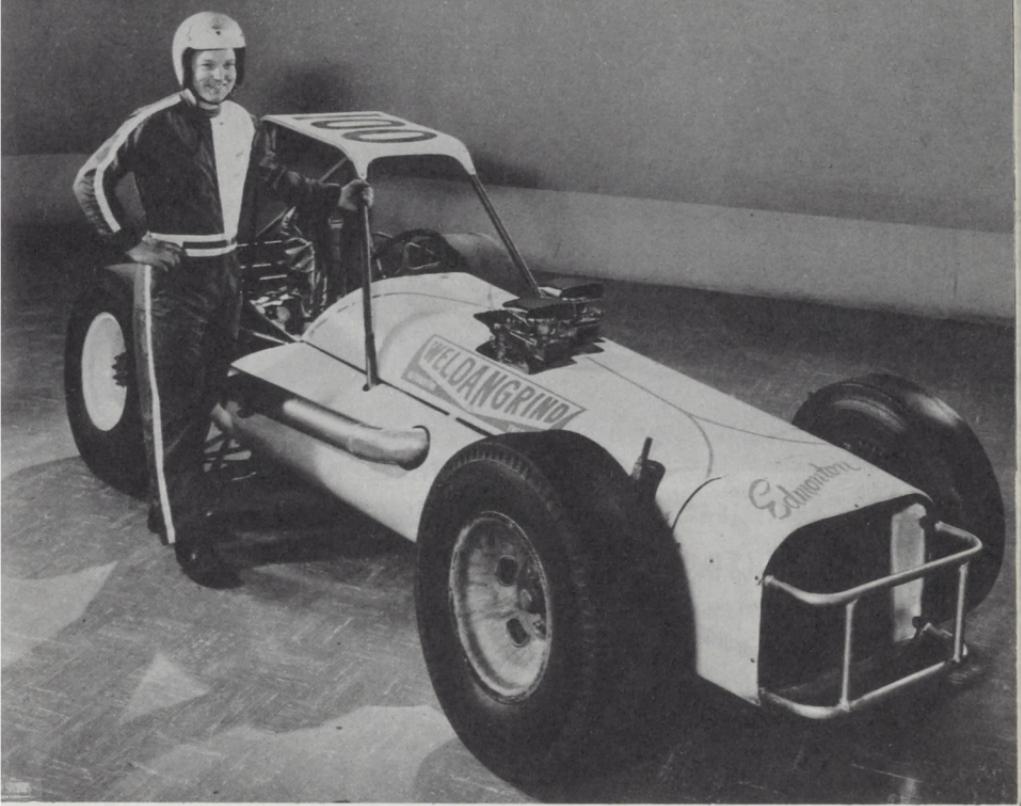
Windermere Golf and Country Club.

Salisbury Golf and Country Club, Sherwood Park.

Sturgeon Valley Golf and Country Club, St. Albert.

The usual visitors' privileges are extended to all club members at the city golf clubs.

Pitch and Putt Course: An 18-hole Pitch and Putt Course at Kinsmen Park, east of the High Level Bridge, offers interesting putting practice on grass greens with 40-to-80-yard holes.



Auto Racing

Developers of Edmonton's new Speedway Park Motor Centre opening July 3rd, predict the \$1.3 million complex will catapult motor racing into this city's largest sports attraction.

"Motor sports are now standing at the threshold of a wonderful new golden era," forecasts Park manager Reginald Booth. "And why not? Everybody's on wheels these days."

The new Speedway complex will provide thrilling motor sports entertainment from go-carting to red-hot super modified auto racing. Stock car, sports car and motorcycle racing is expected to expand into almost nightly activity at the 155-acre north Edmonton layout within the year.

The complex is being expanded this year from a go-cart and a quarter-mile banked and paved stock car oval to include a two-mile multi-curved and paved sports car road racing circuit, a half-mile banked and paved track for late model stock racing, a half-mile dirt track for motorcycle scrambles and a three-quarter mile long, 700-foot wide paved drag strip.

Located north of 137 Ave. at 127 St., the Park will provide seating for 12,000 fans. Plans also include a control tower and clubhouse, restaurant, concession stands, club lounge, washroom facilities and modern pit areas.



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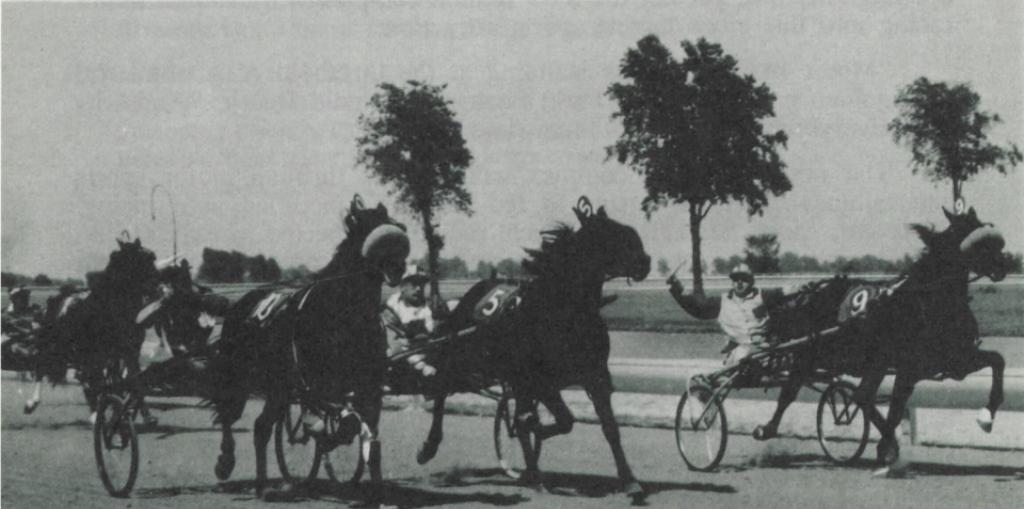
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Harness racing is popular in Edmonton



Tennis: Visitors are welcome on Edmonton's hard-rolled, taped courts, all lighted for evening play.

Borden Park Courts, 112th Avenue at 75th Street.

Clarke Stadium Courts, 92nd Street between 108th Avenue and Stadium Road.

Kinsmen Park Courts, 107th Street and 91st Avenue

*Victoria Composite High School Courts, 102nd Street and 108th Avenue.

*Ross Sheppard Composite High School Courts,
111th Avenue and 135th Street.

*Bonnie Doon Composite High School Courts, 91st Avenue and 81st Street.

*High School Courts are open to the public in the evenings and all day from June to the end of August.

Riding Academies: Several well-known riding academies make fine saddle horses available to visitors who have a yen for the feel of the leather.

Alaskan Stables, 12104 - 68th Street.

Bert's Saddle Club, 13140 - 45th Avenue.

Donsdale Stables, 4½ miles south of CFRN-TV, Highway 16 West.

Hillcrest Country Club, 156th Street and 72nd Avenue.

Leecoll Stables, White Mud Creek.

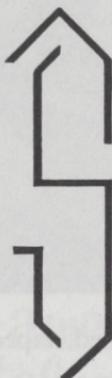
Marilena Ranch, East of Salisbury Corner, Highway 16A East.

Murray's Saddle Horses, 170th Street and 109th Avenue.

Rainbow Valley Saddle Club, 13110 - 45th Avenue.

Sunset Valley Ranch, Clover Bar, Highway 16 East.

Swimming Pools: Five outdoor pools, municipally owned and operated, and five indoor pools make swimming a popular summer sport right in the city. Even the city dweller can develop a good suntan at Queen Elizabeth Park, the Borden Park Pool, the West End Pool at 119th Street and 103rd Avenue, the Mill Creek Pool off 82nd Avenue at 93rd Street, and the Broadstock Pool, 105th Avenue and 158th Street.



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Gliding or soaring, is fast becoming a major sporting activity in Edmonton, where ideal geographical location and weather conditions contribute greatly to the success of this thrilling sport. The Edmonton Soaring Club is based at Spruce Grove, 15 miles west of Edmonton, on highway No. 16. Any fine summer weekend finds the skies in the area full of graceful sailplanes soaring off on flights of surprising distance and duration. Visitors are invited to watch the activities on Saturdays and Sundays, and soaring enthusiasts will enjoy a chat with club members at the hangars.

Winter Sports: Curling is, perhaps, the most popular participant winter sport and a number of large rinks with 85 sheets of artificial ice are in continual day and evening use throughout the season. Skating and hockey are especially popular among the young people, while the Edmonton Ski Club site and the Snow Bowl at Whitemud Valley provide excellent skiing away from the mountains.

Sports Clubs: Several family sports clubs—The Derrick Golf and Winter Club, 10908 - 54th Avenue, the Royal Glenora Club on the River Road in the north river valley, just west of the High Level Bridge, Hillcrest Country Club, 156th Street and 72nd Avenue and Broadmoor Golf and Country Club in Sherwood Park—provide wonderful summer and winter sports facilities for their members, including tennis and badminton courts, curling and skating rinks, swimming pools, bowling alleys and game rooms. These clubs are situated in beautiful natural settings for outdoor activities.

EDMONTON PARKS

Queen Elizabeth Park (South Side Park) on the south bank of the Saskatchewan River, may be entered at several points on Saskatchewan Drive. This is a lovely spot with a swimming pool, open grates for casual cooking operations and a roofed dining pavilion.

Victoria Park—on the north bank of the river, with an entrance at 109th Street, just west of the high level bridge. This park area contains the city-owned and operated Municipal Golf Course and clubhouse, a cricket pitch and excellent picnicking facilities.

Borden Park—in the eastern section of the city, 112th Avenue and 75th Street. This park has an outdoor swimming pool and is an extremely popular Sunday band concert spot.

Rainbow Valley Park—on a river flat in a south western section of the city, reached by following Saskatchewan Drive in a south-westerly direction from the Groat Bridge, jogging right just south of 76th Avenue. Much of this 123-acre park is still beautiful, virgin parkland. Picnicking, boating, bathing and riding concessions have been leased to private operators who cater to outdoor-minded holiday crowds.

Emily Murphy Park—bounded by the Saskatchewan River on the north, the Groat Road on the west and Saskatchewan Drive on the east, this is a pleasant, wild parkland area named in memory of Edmonton's Judge Emily Murphy, the British Commonwealth's first woman magistrate.

Laurier Heights Park—along the north bank of the river, at the end of 142nd Street and Buena Vista Road in the west end of the city. This park houses the new children's zoo, Storyland Valley, (see page 66).

Coronation Park—entered at 111th Avenue and 142nd Street, this is a 90-acre park preserve still under development. The city's new planetarium is situated in this park.

Kinsmen Park—on the south side of the river, immediately east of the High Level Bridge, this park is accessible from a road which runs west from the south end of the 105th Street Bridge. It features a Pitch and Putt Golf Green, tennis courts, a baseball diamond, a children's wading pool and play area, picnic tables and fireplaces, all operated by the Kinsmen Club of Edmonton.

Tomi-Hawk Recreation Park—3½ miles south of Winterburn corner (1½ miles west of CFRN-TV Station) on Highway 16 west. This is a new recreation park on 800 acres of beautifully wooded land, featuring a large artificial lake with sandy beach, ideal for swimming. Recreation facilities for all the family include riding stables, children's rides, a miniature golf course, a go-cart track, and a rodeo grounds. Barbecue pits and picnic tables are scattered throughout the park and there is a restaurant and small snack booths. This is an ideal spot for a day of outdoor fun just outside the city limits.



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BEACH RESORTS

Lake Wabamun — West of Edmonton on No. 16 Highway. **Seba Beach**, approximately 55 miles west of the city, is the most popular resort beach on this large lake, attracting Edmonton families for fishing, swimming and aquatic sports.

Pigeon Lake — 68 miles from Edmonton, 28 miles west of Wetaskiwin. A clean, white sandy beach and crystal clear water make this lovely lake a great favorite with summer cottagers. There is excellent swimming, boating and fishing at all the many beaches encircling the lake. At **Mameo Beach** there are a few tourist cabins, two camping grounds, and cottages to rent by the week, as well as stores, restaurants and a dance hall. **Mulhurst Beach** is also a public beach with picnic grounds and cottages for rent.

Alberta Beach, on Lac Ste. Anne and a number of resorts on smaller lakes west of Edmonton are popular cottage and picnic resorts.

Lakeview Park and Recreation Centre — 20 miles east of Edmonton on Highway 14, on the south shore of Cooking Lake. A pleasant resort with a sandy beach, it also offers a dancing pavilion which is a favorite Saturday-night meeting spot for city pleasure-seekers.



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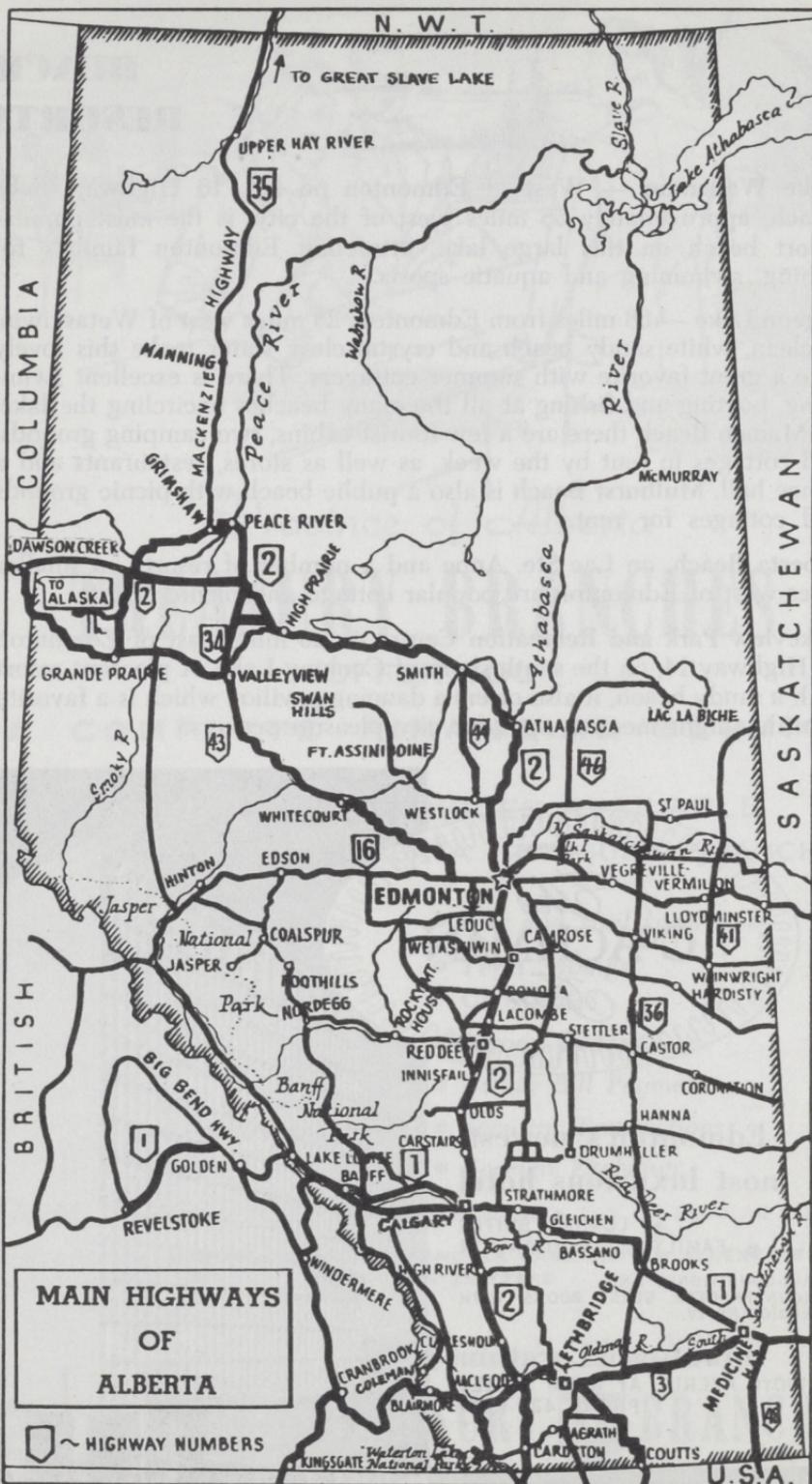


N. W. T.

TO GREAT SLAVE LAKE

COLUMBIA

SASKATCHEWAN



MAIN HIGHWAYS
OF
ALBERTA

5

~ HIGHWAY NUMBERS



ELK ISLAND PARK

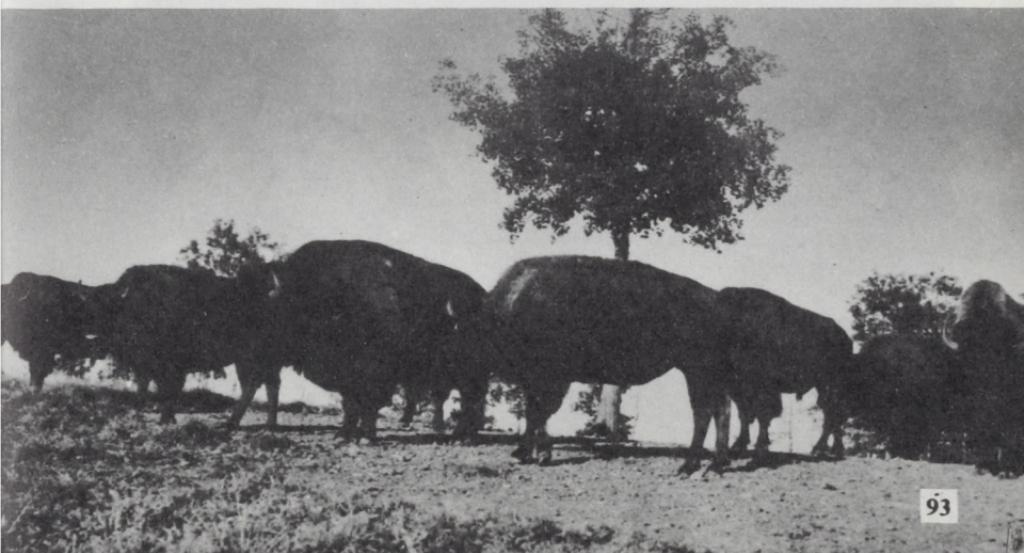
ONLY THIRTY MILES east of Edmonton there are nearly 1,500 wild plains buffalo roaming the parkland, just as they did hundreds of years ago. Large herds of elk and moose wander through the woods and plains, free and unmolested. They are all inhabitants of the largest fenced animal preserve in Canada — Elk Island Park.

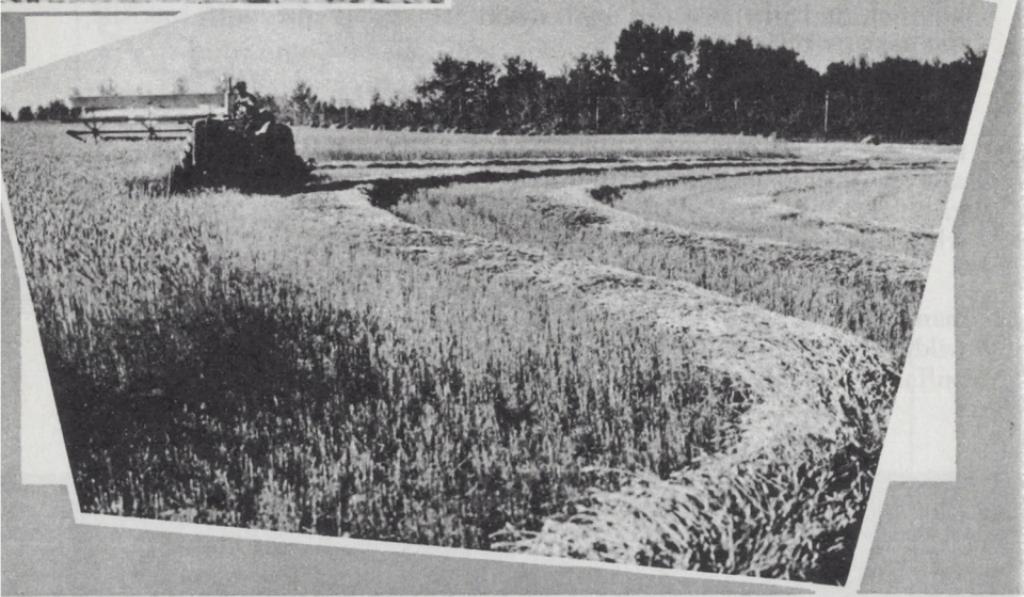
Reached by Highway No. 16 from Edmonton, the park is preserved in its natural state, and is traversed by all-weather roads which allow the motorist to observe these denizens of the wild at close range. Scattered over the whole area are small, island-dotted lakes, providing ideal nesting grounds for thousands of wild duck and geese. Elk Island being a game preserve, visitors are not allowed to carry firearms and must not molest the wild animals, the birds or their nests.

In the vicinity of Sandy Beach, on the east shore of Astotin Lake, is a small resort with cabin accommodation and trailer space, restaurants and picnic facilities. The swimming is fine, and there is also a very good nine-hole golf course. Not only a sanctuary for game is Elk Island Park, but a sanctuary also for the city dweller who longs for a taste of the country.

Do bring your camera when you visit the park, for you will have many opportunities to snap priceless pictures in this spot where all wildlife is protected, and where roams one of the finest herds of buffalo in North America.

Herds of Buffalo roam the Elk Island Game Preserve





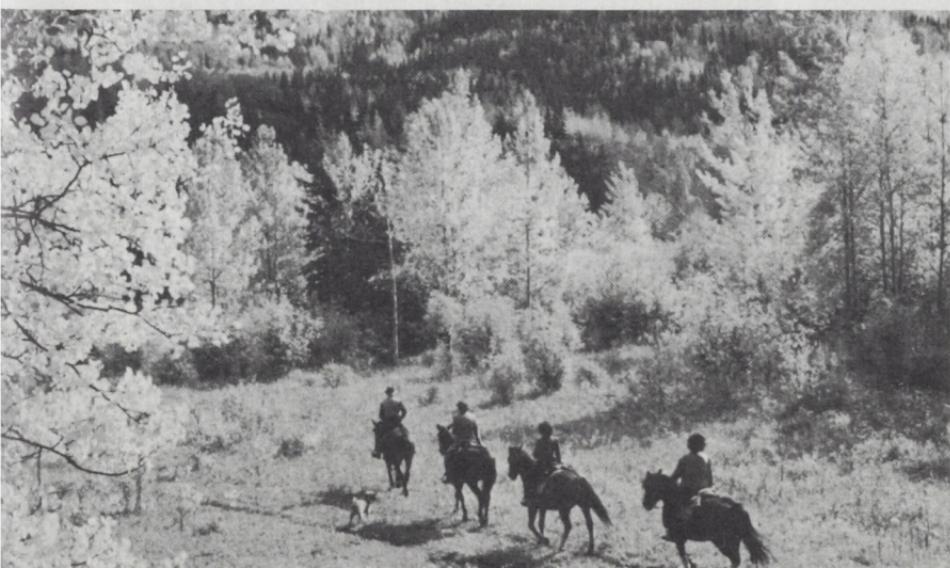


GUEST RANCHES HUNTING AND FISHING LODGES

Circle M Guest Ranch—Located 14 miles west of Hinton on Highway 16, 2 miles east of Jasper Park Gates, 17 miles from Miette Hot Springs. Open May 15th through the hunting season, and accommodating 30 people, this ranch conducts scenic rides by hour, day or arrangement for adventure, fishing and hunting. Class "A" guide; licensed outfitters. Rates are \$8.00 to \$14.00 per cabin per day for two to six persons. Address: J. Redmond, Box 785, Hinton, Alberta.

Overlander Lodge and Guest Ranch — Mountain ponies, heated swimming pool and a sky-high dining room are features of the Overlander, 1 mile east of the Jasper Park boundary on Highway 16. Luxury accommodation with private-balconied bedrooms overlooking the beautiful Athabasca valley. Good fishing nearby; pack trips arranged. Baby sitter service on request. \$10.00 to \$16.00 (DWB). Address: Overlander, c/o P.O. Box 571, Jasper, Alberta, or Box 506, Hinton, Alberta.

Grist Haven Fishing Lodge—A "fly in" fishing retreat on Grist Lake, 75 miles north of Cold Lake, Alberta, Grist Haven Lodge opens May 15th and closes September 30th, but special arrangements may be made for big game hunting trips in season. The main lodge and private cabins of native peeled log construction are equipped with modern plumbing and electricity. Guides and boats are provided. Good sport in practically untouched waters for walleye, lake trout and Arctic grayling awaits the fishing enthusiast here. Rates are \$35.00 a day or \$210 per week per person. Fly in from Edmonton via Pacific Western Airlines. A 3,000-foot airstrip for private planes is expected to be completed in the summer of 1965. For information, write Grist Haven Fishing Lodge, 11319 - 125th Street, Edmonton, Alberta, or Pacific Western Airlines, Industrial Airport, Edmonton.





ALBERTA is a paradise for hunters, whether they come after large game or small. Tourists bringing in guns or rifles should register them at the Canadian Customs. Pistols and revolvers are prohibited. Non-residents hunting big game must be accompanied by a licensed guide. The National Parks and game preserves provide ample breeding grounds and protection for the increase of wild life, and the overflow from these sanctuaries ensures a continuous supply of game in the open territory.

Regulations regarding open seasons for game vary from year to year, and detailed information about seasons and licenses should be sought from the Fish and Wild Life Branch, Department of Lands and Forests, 503, Blk. D, Terrace Bldg., Edmonton, Alberta, Phone 229-3881.

HERE IS WHERE TO FIND YOUR GAME:

Big Horn Sheep: Found in various locales within the mountain areas from Waterton Lakes Park to within 100 miles of Peace River.

Mountain Goat: Similar locale, though the old billies prefer to live amid the inaccessible peaks and the most rugged mountains.

Woodland Caribou: All the way from the Athabasca River north, through the foothills and mountains to the B.C. boundary.

Elk: Found mostly in the Pembina-Brazeau reserve and the Crowsnest region.

Mule Deer: Abound everywhere from Edmonton north, and are also particularly numerous from the foothills and mountains of Waterton Lakes Park to the northern boundary. Sportsmen can leave the city and be in "muley" territory within a matter of two or three hours by car.

Moose: In somewhat the same territories as the mule deer, but not quite so close to civilization. Excellent hunting north of the Calgary-Banff branch of the C.P.R. line, right to the north woods.

Grizzly and Black Bear: These babies are for the hunter with the steady heart and the good eye. Hunters after grizzlies should travel in pairs and generally into the mountain areas. The black bears are found there also and closer to civilization as well. They like the timber and park areas of the north—and you may even find them in a farmer's pigpen.

Antelope: Found in the south-east of the province in abundance. May be hunted only with special permit.

Bird Game: Conservationists consider Alberta one of the world's finest breeding grounds for migratory and other bird game. From Edmonton vicinity to the far north, every water hole teems with ducks, geese and snipe. Prairie chicken, ruffed grouse and pheasant are not quite so plentiful of late years, and the season is usually restricted, while it is completely closed on Chinese and Mongolian pheasants. The Hungarian partridge, introduced in 1908 and 1909, is so wily and quick that it has increased tremendously. Always observe the bag limit and remember that Sunday shooting and the use of live decoys is prohibited.



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and.
Fishing



Alberta beckons to fisherman, hunter, and photographer
Lake, stream, mountain and forest harbor wild life to hunt with rod, gun or camera



SOME OF THE most thrilling "dry land" fishing in the world is found in Alberta. Everything from tiny goldeye to salmon trout is found in the Edmonton vicinity. There is no closed season on angling in Alberta, but an angling permit is necessary and is obtainable at hardware and sporting goods stores, from the police and wardens, for \$2.00. Anglers visiting the National Parks need a special fishing license in the Parks.

The use of live fish for bait is prohibited, as is the use of more than one line or rod and line, and of more than three hooks on any line, such hooks to be well spaced to prevent a single fish being hooked by more than one hook. Two lines may be used under the ice for winter ice fishing.

Vicinity of Edmonton—Fair sport for pike and perch may be had in a number of waters within a sixty-mile radius of the city, including Wabamun Lake, Isle Lake, Lac Ste. Anne, Lac la Nonne, Lake Nakamun and Chip Lake. Walleye are found in Lac la Nonne and Lac Ste. Anne. Hasse Lake, Sara Lake and Thunder Lake have been stocked with pike, while several small lakes in the immediate area—Muir Lake, Chichakoo Lake, Sauer Lake and Cottage Lake—are stocked with rainbow trout.

Wetaskiwin District—Pike, walleye and perch can be caught in Pigeon Lake, 28 miles west of Wetaskiwin—just 68 miles from Edmonton. Mound Red, near Pigeon Lake, and the Leduc reservoir are stocked with rainbow trout.

North and East of Edmonton—There are pike, walleye and perch in a number of good fishing lakes in this area and Cold Lake is famous for its excellent lake trout, well known for their large size and delicious flavor. The other fishing lakes here are Baptiste Lake, Lac la Biche, Buck Lake, Skeleton Lake, and Amisk Lake.

West of Edmonton—Dolly Varden trout, rainbow trout and grayling are found in the Edson River, Trout Creek, McLeod River, Musky River, Obed and Bear Lakes, Moose Creek, Sundance Creek, and Embarras Creek, all close to Edson.

Good sport for Dolly Varden trout, rainbow trout and grayling may be had in the numerous waters conveniently reached from the Brule station—the Solomon Valley waters and the Hay River.

Jasper National Park—Rainbow trout, cutthroat trout, Dolly Varden trout and salmon trout are indigenous to the lakes and streams of Jasper National Park, while Loch Leven trout, land-locked salmon, and eastern brook trout have been introduced into these waters. The best fishing waters within easy access of the town of Jasper are Lakes Annette and Edith, Pyramid Lake, and a group of small lakes—Caledonia, Marjorie, Hibernia and Dorothy—on the benches of the Athabasca River. Wabassa Lakes, 8 miles from Jasper, are noted for rainbow trout.



ALASKA HIGHWAY

A UNIQUE and thrilling vacation for the traveller with a taste for adventure is a trip along the famous Alaska Highway. If you are enthusiastic about camping or roughing it, hunting, fishing, or journeying through a wild and beautiful country, this is the holiday for you!

Pushing back the last frontiers of the north, the highway traverses a tremendous region of unbroken forest, rivers, lakes and mountains. After crossing the lush and rolling Peace River Basin the road soon begins to penetrate a wilderness almost untouched by the hand of man. Through the densely forested Rocky Mountain region and deep into the spruce, birch and aspen-clad river valleys of the interior there is little sign of habitation, except for infrequent small outposts or the occasional mining project and highway construction camp. It is a lonely land, rugged, wild and austerely beautiful. In the deep silences of these virgin forests civilization seems far away indeed. But when you come into the cities of Alaska you will be amazed by their modernity, their electric refrigeration, modern plumbing, neon signs, airports and streamlined trains, and the new modern homes rubbing shoulders with the old buildings of the frontier days.

Edmonton is the starting point of the trip, but the highway proper begins at Dawson Creek, terminal point of the Northern Alberta Railway, 475 miles from Edmonton. From Dawson Creek, the highway,



a gravelled, all-weather road, runs 1,523 miles to Fairbanks, Alaska, 1,221 miles of which is in Canada and 302 miles in Alaska.

The best season for travelling the Alaska Highway is between May 15 and October 15. Extreme winter cold and the early spring thaw make driving uncomfortable and difficult for a pleasure trip, although the road is open all winter. It is true that, during the summer, dust and mosquitoes are quite bad in some areas, but if you are properly prepared this will not mar your trip. It is well to remember that in the mountain areas the nights are cold, even at mid-summer. And when planning your journey, take advantage of the fact that you will have 16 to 20 hours daylight in this country.

Campgrounds with adequate cooking facilities have been prepared along the route for the use of travellers who are equipped for camping and carry their own supplies. Roadside accommodations — hotels, motels, stores, meals, gas, oil and repairs — are available along the entire route. A list of these facilities may be obtained from the Alberta Government Travel Bureau, Highways Building, Edmonton, Alberta. The traveller should check these stops and plan carefully, for he cannot expect help in the matter of food, shelter, or automotive repairs from Northwest Highway System maintenance camps. Arrangements for accommodation should, if possible, be made in advance.

Campers should bring a light, insectproof tent, down sleeping bags or blankets, a cooking outfit, camp axe and first aid kit. Wear the same clothing as you would for travelling in the northern United States with the addition of an extra warm sweater or coat for cool nights. Movie film is difficult to obtain enroute, so plan to carry or purchase sufficient in Edmonton for the trip.

The northern regions of Alberta and British Columbia, and most of the Yukon and Alaska offer the sportsman the finest variety of fish





and game on the continent. You can bag mule deer, moose, caribou, sheep, mountain goat, black and grizzly bear, ducks, geese, grouse, in season, and in Alaska there is also the graceful Sitka deer and the giant brown or Kodiak bear. The angler may stop along the way for giant rainbow trout, land-locked steelhead, Arctic grayling, northern pike, pickerel, lake trout, Dolly Varden, and the southeastern Alaskan cutthroat.

Hunting and fishing laws are very strictly enforced throughout the territory traversed by the Alaska Highway, and current information about seasons and licenses should be obtained before making the trip, from:

British Columbia—Fish and Game Branch, Department of Recreation and Conservation, Parliament Building, Victoria, B.C.

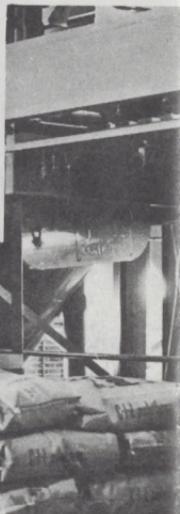
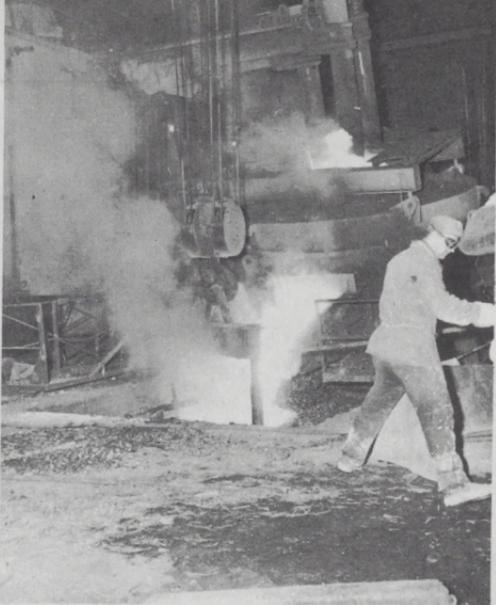
Yukon Territory—Yukon Travel Bureau.

Alaska — U.S. Fish and Wildlife Service, Juneau, Anchorage or Fairbanks.

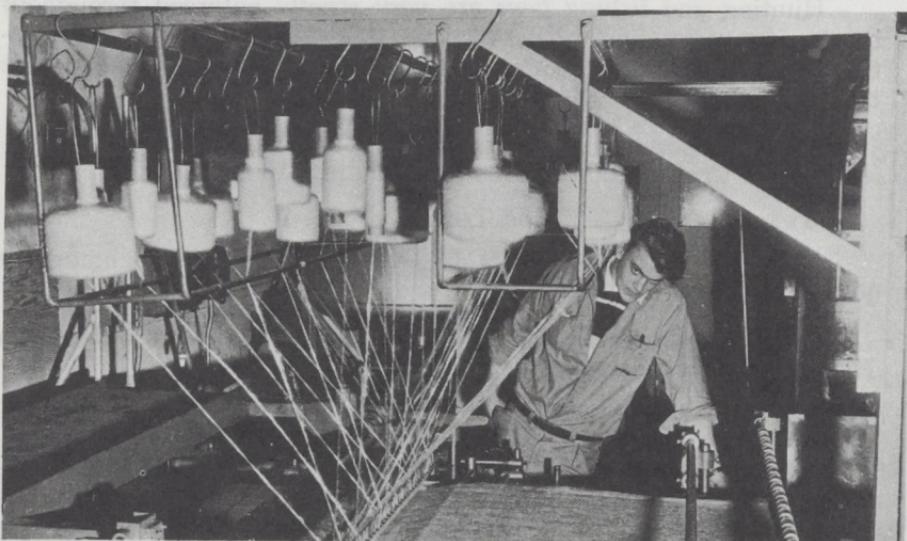
General information about all aspects of travel on the Alaska Highway is available from the Alberta Travel Bureau.

If you are heading for the Alaska Highway this year, you will have a wonderful trip, providing you carefully plan the journey beforehand. If you are not equipped for camping, arrange for accommodation beforehand. Remember that the road was built through the wilderness as a military highway and do not expect luxury on the way. Happy motoring! May you have a thrilling journey into the land of the midnight sun.

**Steel
production**



Polythene is bagged for shipping at C.I.L. polythene plant



Production of fibreglass at Peace River Glass Co., Fort Saskatchewan



BUSINESS AND INDUSTRY

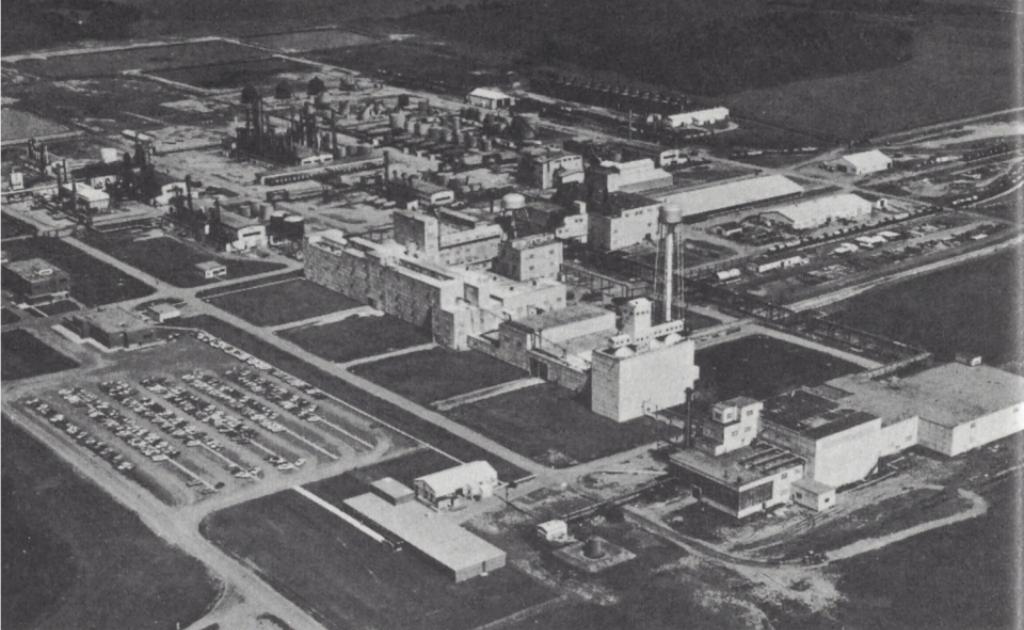
EVEN IN THIS era of great urban and industrial expansion in centres all across Canada, the recent rapid growth and development of the City of Edmonton has been nothing short of phenomenal. Business and industrial activity has increased at a spectacular pace. Edmonton's manufacturing, distributing and commercial facilities have been more than doubled in the past decade, while the annual influx of thousands of people attracted by this development increased the city's metropolitan population by 91% between 1951 and 1961. Population within the city's boundaries has increased by 55.5% between 1951 and 1964. Edmonton has experienced the greatest rate of growth of any major metropolitan area in Canada since 1951.

One third or more of the province's entire purchasing power is concentrated in the Edmonton area and three quarters of Alberta's total wholesale trade flows through the city's warehouses. The gross income of the population in Edmonton's trading area was an estimated \$810 million in 1963, as compared to \$227 million in 1951. Bank debits for 1964 amounted to \$10,541,712,000, a substantial increase over 1963.

Visible evidence to the visitor's eye of the city's recent tremendous growth is the predominance of new, modern commercial and industrial buildings, the thousands of obviously new homes and the many new high-rise apartment buildings, the enormous amount of new construction still in progress in every part of the city. All previous construction records for the city were broken in 1964 when building permits were issued for \$100,854,661 worth of new construction. In one evening alone, early in 1965, City Council approved \$20,000,000 in new construction, and a \$50,000,000 reconstruction program is now underway in the city centre area which will revitalize the entire downtown business district.

Major impetus behind the rapid industrialization of the city has been, of course, the development of the oil and gas industry in the area, and the subsequent establishment of all kinds of satellite and interdependent industries. Once a city whose economy was based squarely on agricultural production and supplying the needs of a predominantly agricultural region, Edmonton is now riding on a wave of industrialization into a new era of importance and prosperity, the limits of which it is impossible to predict.

On the other hand, the agricultural industry will always be of prime importance to the city. As railhead of the province and main



The huge plant of Chemcell (1963) Limited

supply centre for northern and central Alberta, Edmonton handles a large proportion of the province's annual 700-to-900-million-dollar agricultural production. The value of livestock marketed here alone is close to \$125,000,000 annually, while Edmonton's five meat-packing plants process about two-thirds of Alberta's entire meat production.

In addition to the rich agricultural yields of the Peace River region in the north, Edmonton also receives the valuable fur catches of the north country and is supply centre and receiving depot for the mineral production of the north — uranium, gold, silver, base metals and asbestos.

Edmonton's recent emergence as an industrial city had its beginnings in the discovery of oilfields in the Edmonton area, the immediate result of which was the establishment of a large number of oil supply industries, followed closely by an \$80,000,000 refinery program which has since been undergoing continual expansion. Two oil pipelines, transporting crude oil to eastern Canada and to the west coast, were constructed and a \$15,000,000 lubricating oil plant commenced production.

Three giant petrochemical plants operating in the Edmonton area represent about half of all such investment in Canada. Just outside the city, in the refinery area, the C.I.L. polyethylene plant uses the ethane component of natural gas for the production of polythene. Recent expansion has doubled the production capacity of this plant.

At the huge plant of Chemcell (1963) Limited, east of the city, an important man-made fibre, cellulose acetate, is produced along with a number of plastics and essential commercial chemicals. This

is the first such plant to be established in the west and its expansion program has, in the past two or three years, doubled its output.

Major project in an ambitious extension program has been the addition of facilities for the production of the company's Arnel fabric in Edmonton.

At Fort Saskatchewan, near Edmonton, the big Sherritt-Gordon nickel refinery uses huge quantities of natural gas for the production of ammonia used in its refining process. A tremendously important by-product, ammonium sulphate fertilizer, and a diverse number of other commercial chemicals are also produced here. In the decade it has been operating, this plant, too, has doubled its production.

A sulphuric acid plant, a fibreglass products manufacturer and the new multi-million-dollar Dow Chemicals project, expanded twice in the first eighteen months of production, also operate in the Fort Saskatchewan area.

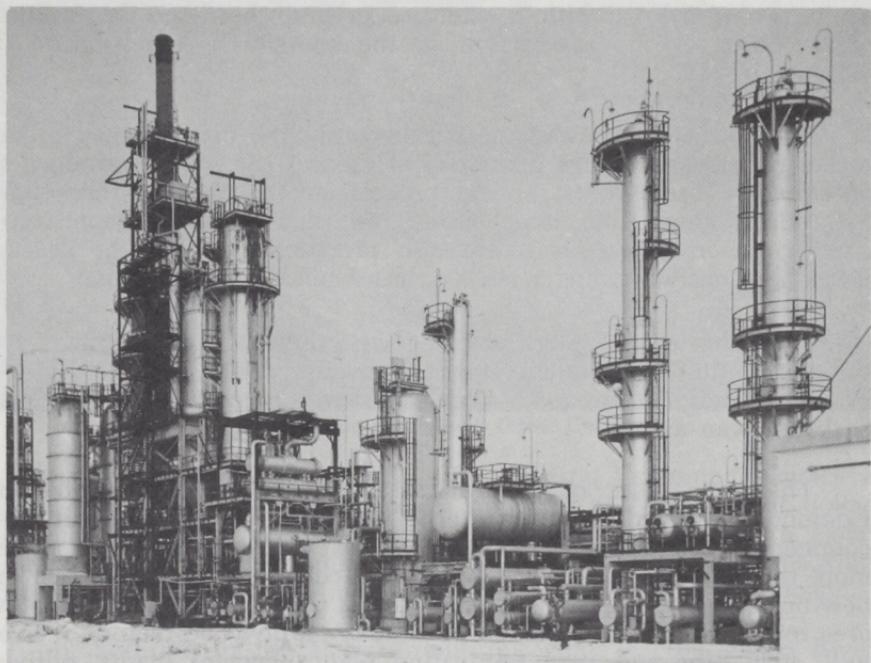
The huge plant of the Inland Cement Company Limited in Edmonton has undergone two large expansion projects since it first commenced operation in 1956. In the past six or seven years alone, more than 250 manufacturing firms have commenced construction on new buildings or extensions, many of them operating in the Edmonton area for the first time. Included in these are a plywood factory, a steel mill, steel pipe and steel fabricating plants, cement plants, oilfield equipment manufacturers, polythene products plants, resin adhesives plants, fibreglass fabricators, asphalt plants, a gas processing plant and a large number of other enterprises based on the petrochemical industry.

In the Edmonton trading area a \$35,000,000 sulphate pulp mill produces bleached sulphate paper pulp, while a second pulp and paper mill will operate at a site close to Edmonton. A new \$10,000,000 international airport about 15 miles south of the city commenced operation in the fall of 1960.

Continued expansion in every phase of commercial activity—in the opening of multi-million-dollar shopping centres, hotels and retail projects, in the building of hundreds of new warehouses, distributing centres and high-rise office buildings as well as in the manufacturing industries—indicates further acceleration of the industrial development of the Edmonton area.

The eyes of the continent are turning to Edmonton where industry may obtain huge quantities of low-cost fuel, power and raw materials, a rapidly growing local market, and extensive transportation facilities in every direction. Prospects for future development look bright indeed, and it well may be that Edmonton will one day emerge as one of the major industrial cities of the continent.

UNFORGETTABLE SIGHT



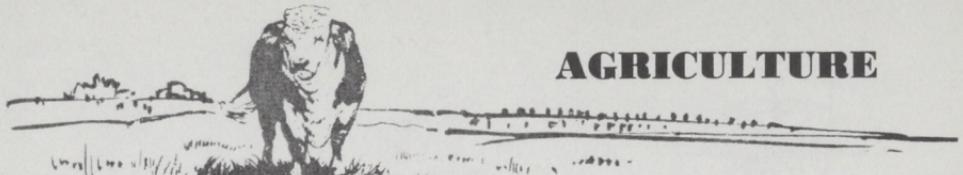
On February 13, 1947, when the first Leduc oil well "blew in", Edmonton became known as the Oil Capital of Canada.

Today huge oil refineries located in the south-east industrial area of the city stand as positive proof of Edmonton's eighteen years of oil development and progress. Visitors to this refining and manufacturing location at night, will be impressed with the tall cracking towers and stills ablaze with lights, simulating huge ships sailing into the darkness.

For information on Edmonton's oil and petrochemical industrial progress, contact the Commissioner of Planning and Development, City Hall or, for tour information, contact the Tourist Information Bureau, 5068 Calgary Trail. Phone 434-5322.

THE CITY OF EDMONTON



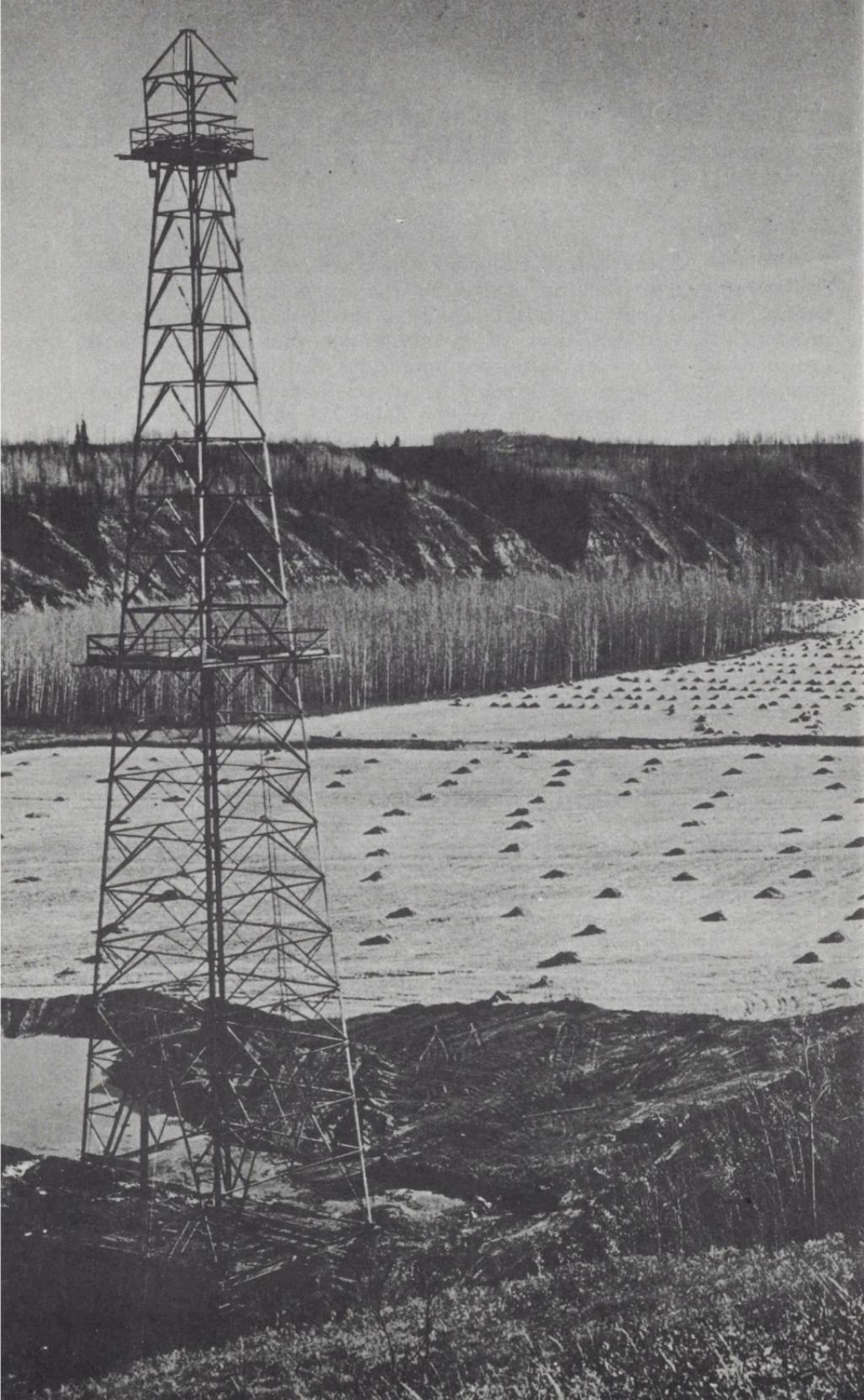


AGRICULTURE

LOCATED AT the hub of Alberta's rich black soil zone, Edmonton is the natural distribution centre for the agricultural products of central Alberta and the vast Peace River District. This area is the province's largest producer of coarse grains and Alberta wheat growers have won more world championships than any other wheat-producing area on the continent. About one-half of the province's dairy farms, and consequently, of the dairy industries, are found in this black soil zone. Edmonton plants process more than one-fourth of the province's entire dairy production. Alberta beef and swine have a high place in world markets, and at least one-half of all the province's livestock production is marketed in Edmonton. Three of the largest packing plants in the west are located in the city, processing about two-thirds of Alberta's total meat products output.

All the products of this prosperous mixed farming territory — field crops, livestock, dairy and poultry produce, honey, wool and the product of the fur farm — converge on the city of Edmonton, from where they are shipped to the markets of the world.







IT WAS in February of 1947, less than 25 miles from the city of Edmonton, that a wildcat well probing the earth's crust struck oil. This dramatic discovery set in motion a flow of economic circumstances which, like the flow of oil it brought to the surface, spread in ever widening circles to affect the whole fabric of Canada's economic pattern.

Since Imperial Oil Limited's first Leduc strike 18 years ago, tremendous developments have taken place, many of them in the immediate Edmonton area. Greatly increased exploration activities brought to light even larger fields in the area. Industrial concerns began to move into the vicinity, and oil began to flow through the smooth bore of the Interprovincial pipeline to markets in Ontario, 1,800 miles to the east. The oil boom was on, and Canada soon emerged as the largest oil producer in the British Commonwealth.

Since 1947 Alberta wells have produced 1,755,635,534 barrels of oil and proven reserves are now estimated at 3.81 billion barrels. Of the province's seven major oilfields, six are located within 60 miles of Edmonton. Such large fields as the Leduc-Woodbend, the Redwater and the tremendous Pembina field, which is Canada's greatest oil producing area, have now been operating for a number of years, while a more recent discovery is the extraordinarily rich Swan Hills field in the Peace River area.

The combined capacity of the province's 12,114-odd wells is estimated at 956,000 barrels of oil per day, but the actual output is regulated in accordance with market demands. A radical drop in the market for Canadian oils resulted in a severe curtailment of production in Alberta fields for about three years, but with the implementation of the federal government's new national oil policy, enunciated early in 1961, Alberta oil production rose sharply. Present daily demands stand at 520,000 barrels.

Millions are still being spent in exploration and it is interesting to note that more than one in every four exploratory holes drilled have yielded either oil or gas, in comparison with one in ten in the



U.S. fields. New strikes of natural gas in the eastern ranges of the foothills are bringing back old oil producing areas as important gas fields.

In the far north of the province, the fabulously rich Athabasca oil sands have posed a fascinating extraction problem and several methods for the recovery of oil from these sands have now been tested. Limited commercial development of the area by Great Canadian Oil Sands is now commencing, with production expected to begin by September of 1967. Under the licensing agreement, production from this area will not exceed 45,000 barrels per day.

The discovery and development of Alberta's oil and gas reserves has provided the seven-league boots for enormous strides in industrial expansion in the Edmonton area. Looming on the prairie skyline at the eastern outskirts of the city are the cracking towers, stills and exhaust stacks of the three huge oil refineries of the Imperial Oil Company Limited, McColl-Frontenac Oil Company and the British American Oil Company. In the same area are the tremendous storage tanks of the Interprovincial Pipe Line Company, the longest crude oil pipeline in the world, which delivers oil to refineries in eastern Canada and the eastern U.S., and the Trans-Mountain Oil Company pipeline, which supplies Vancouver, the west coast and a refinery at Ferndale in the State of Washington. Huge absorption plants convert gas from the producing zones into propane, butane and other component products.

The phenomenal industrial growth of the Edmonton area is, of course, the direct result of the development of these lucrative petroleum finds. The prospect of a cheap and plentiful fuel supply has brought many new plants to the area, while the availability of both raw material direct from the source and unlimited cheap fuel supply has resulted in the establishment of a rapidly growing petrochemical industry in the Edmonton district. In addition to the three big refineries just east of the city, Canadian Industries Limited operates a large polythene plant in the same area. The Canadian Chemical Company, in its huge plant, produces cellulose acetate fibre, Arnel and other chemical products. In the same vicinity Imperial Oil's lubricating oil plant, several polyethylene products fabricators, plastics plants, an agricultural chemicals plant, roofing manufacturers, two resin adhesive plants and an asphalt plant have been producing for several years.

Just north of Edmonton, at Fort Saskatchewan, the Sherritt-Gordon Company is operating a nickel refinery and fertilizer plant, recently doubled in capacity, which uses natural gas in its processing operations. Dow Chemicals has established a large plant here also. Obviously Edmonton is fast becoming the petrochemical centre of Canada.

(continued on page 115)





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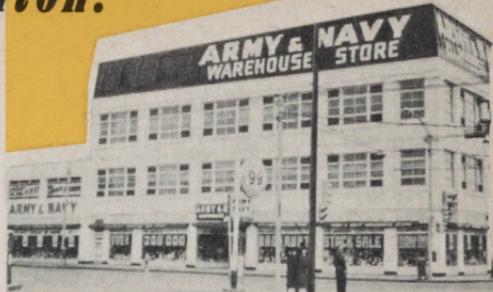
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But the wealth from oil is not confined to industry alone. Alberta's man-on-the-street finds that it is cheaper to drive a car now than it used to be, or than it would have been had oil not been discovered. Mineral right allocations have meant real wealth to landholders lucky enough to own them, and farmers not holding mineral rights are being paid at least for surface rental at well locations. The Alberta government is receiving handsome sums of money from the sale of lease blocks in established fields, and from the rental of large tracts of land taken out as reservations by oil companies under exploration permits.

One of the largest sources of revenue to the government, and one that has a direct benefit to the citizens of the province, is the royalty payments made by all oil companies to the provincial government, which holds about 93 per cent of all mineral rights itself. These monies are being widely used for the construction of new highways, the improvement of existing roads, for the expansion and establishment of institutions of health and learning, for homes for the aged and for many other capital expenditures important to the people of the province.



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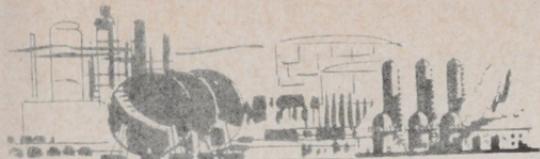


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NATURAL GAS

A VITAL ASPECT of the petroleum industry in central and northern Alberta is the tremendous upsurge in natural gas production linked with the development of oilfields in the area. For many years supplies of natural gas in Alberta's vast gas fields, especially in the Edmonton area, have been considered virtually inexhaustible. Proven reserves now approach the level of 33 trillion cubic feet, with increased exploration assuring a continual increase in this figure.

Surrounded as it is by large natural gas fields, Edmonton is, of course, served with natural gas for both commercial and domestic use. Gas rates in Edmonton are amongst the lowest on the continent. For industry it provides efficient, cheap power without dirt or smoke, while the convenience and economy of this clean fuel for heating and cooking is a boon to householders of the whole region.

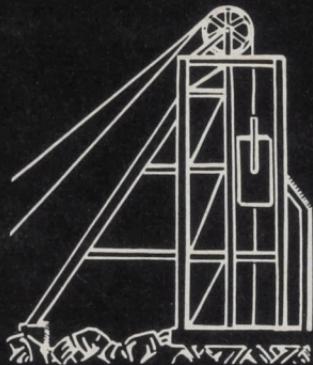
Eighty-six gas processing plants in Alberta, many of them in the immediate Edmonton area, extract the propane, butane and pentane fuel components from natural gas in huge commercial quantities, while the petrochemical industry utilizes ethane and other components as raw materials in their manufacturing processes.

Much of Alberta's huge natural gas surplus, carried by the Trans-Canada Pipe Line and the recently built pipeline to California, is being marketed in eastern Canada and in the United States. Alberta's natural gas production in 1964 was 772,811,541,000 cubic feet. Applications recently approved for increased export of Alberta gas will increase annual production by as much as 425 billion cubic feet. Establishment of these new markets has been most important in the prevention of waste and the continued development of the province's huge gas fields and will result in greatly increased exploration of the province's enormous gas reserves and further expansion of the gas processing and petrochemical industries in the Edmonton area.



Large farming operation near Edmonton

INFORMATION AND EMPLOYMENT



NORTHWEST CANADA

INFORMATION

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The first log house built in Edmonton—John Walter Historical site





MINES AND MINERALS

EDMONTON . . . MINING CENTER OF NORTHWEST CANADA

CENTRALLY LOCATED on the main air lines between eastern and central Canada and the mining areas of the North, Edmonton is the hub of northern transportation. Passengers, express and freight flow in a steady stream to the north, while the mining production of the Northwest Territories and the Yukon flows back through Edmonton to be routed to its final destination.

As supply center for the vast northland areas Edmonton ships many thousands of supply items to the development projects every month. About 200,000 tons of freight are moved out of Edmonton annually to both construction and production operations. The mines in production draw a steady tonnage of supplies year after year, and while construction is seasonal, new projects have kept up the demand for supplies.

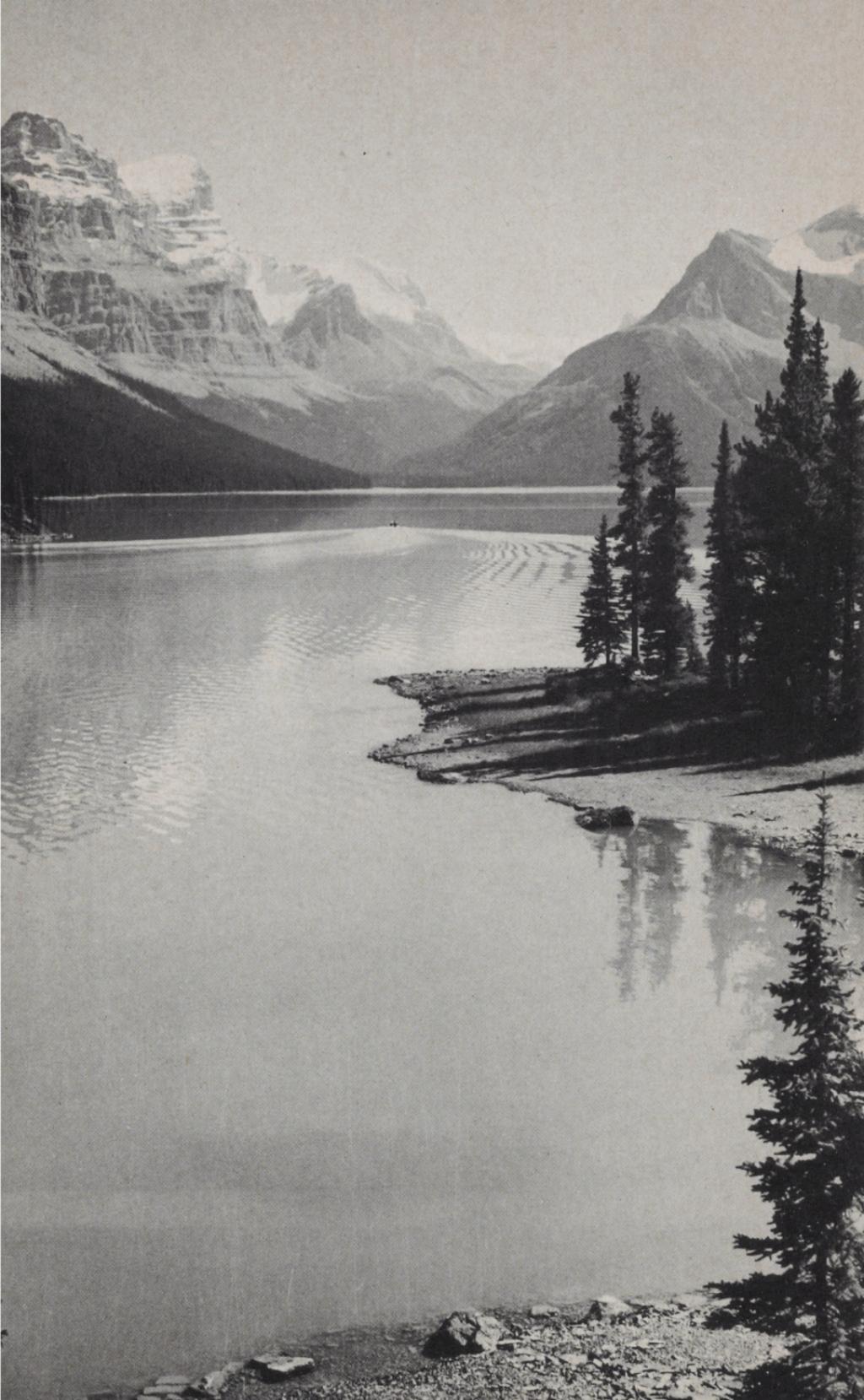
Employment is also a major factor in northern construction and development which draws on Edmonton for personnel to keep these activities going. The Chamber of Mines at Edmonton is the employment center for the mines and each season employs about 2,500 men and women, who outfit here for their sojourns in the north.

Renewed activity in the north, with the building of new roads and railways, the development of new mining projects such as the huge iron ore deposits of the Yukon and the Pine Point zinc and lead deposits, will result in increased demands for an even larger flow of men and materials from Edmonton, and in further expansion of the city's distribution facilities.

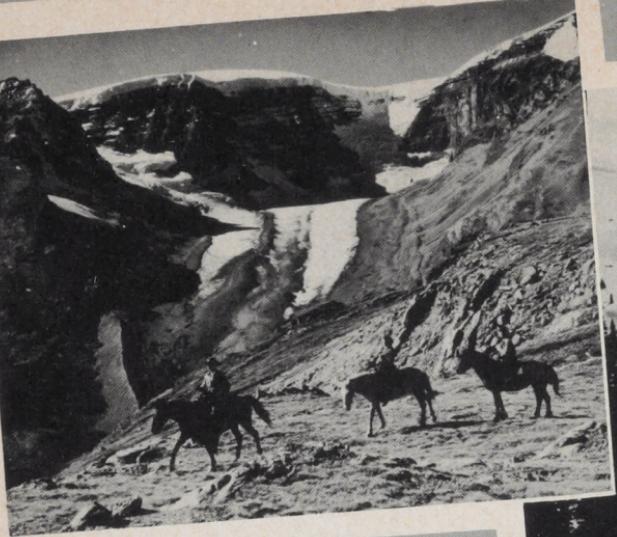
Maps of all of northwestern Canada, covering topography, air navigation and geology are available at the Chamber of Mines and information on mining and other developments going on in the North is also available here.

Big Giant Yellowknife Mining Operation

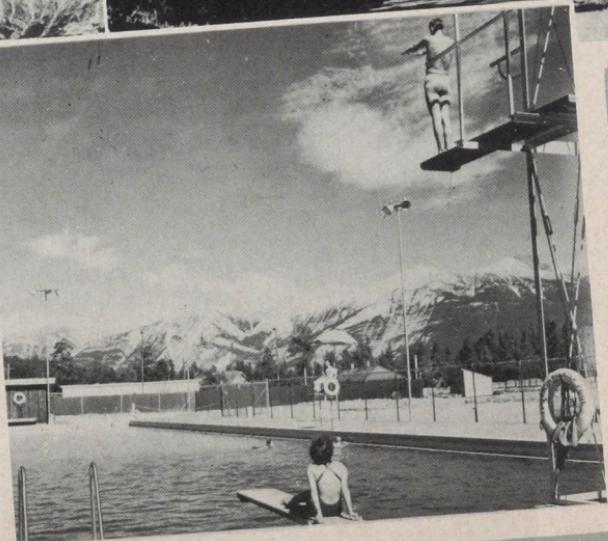








A MOST
GLORIOUS
HOLIDAYLAND
AWAITS YOU AT
JASPER





JASPER PARK

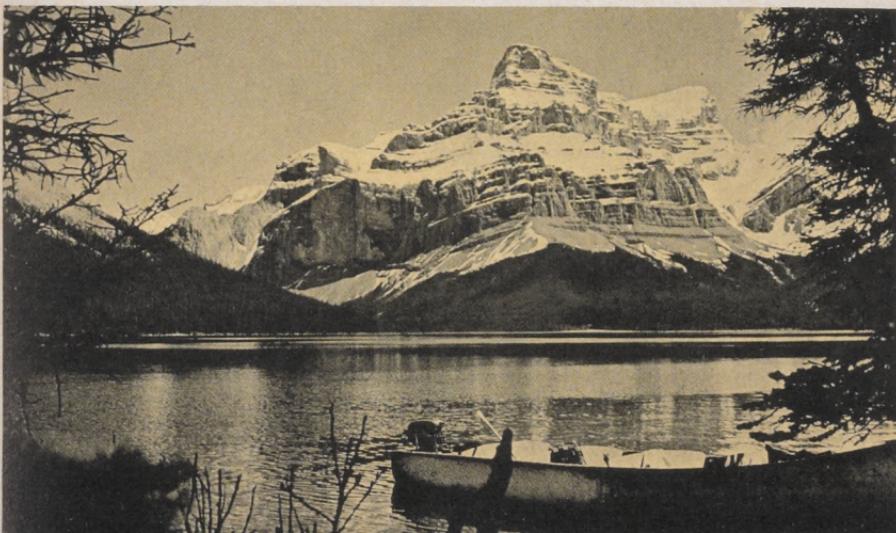
FROM EDMONTON, it is only a four-hour journey by car over an excellent paved highway, or on the main line of the Canadian National Railway, to one of the most extravagantly beautiful spots on the continent—Jasper National Park! In this 4,200 square miles of fabulous holidayland nature has bestowed her gifts of scenic beauty with prodigal hand. Towering, snow-crowned peaks soar far into the clouds; swift, white streams rush through the alpine valleys, and the entire region is dotted with gem-like glacial lakes.

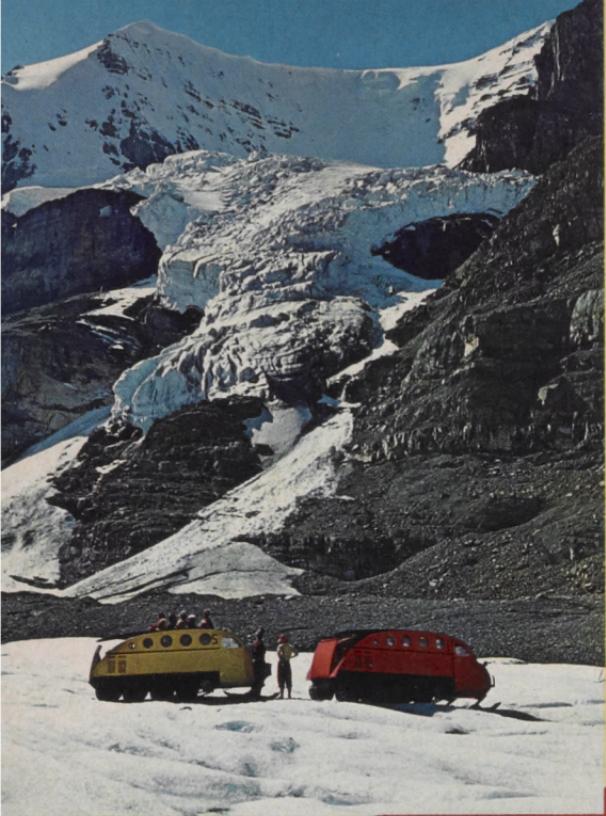
In this setting of mountains and green forest you may spend your days exploring from a car or saddle, hiking, climbing or fishing in an angler's paradise. In the heady mountain air you will discover a new zest for living. You will want to swim and go canoeing, to play tennis and enjoy a game of golf on the fine championship course at Jasper Park Lodge.

You will want to see the regal peak of Mount Edith Cavell and the remarkable "Glacier of the Angels." You must not miss Maligne Canyon, Medicine Lake and the incredible, still beauty of the incomparable Maligne Lake. Magnificent Mount Robson, the vast and mysterious Columbia Ice Fields, the Athabasca Falls, the Sunwapta Falls, Miette Hot Springs, the Tonquin Valley and Amethyst Lake, sheltered by the impressive Ramparts range—these are only a few of the places that everyone should see for himself.

It is impossible to see all of Jasper Park in one visit, and every mountain and every lake has a thousand facets, changing indefinitely with each changing mood of weather or season. Visitors return again and again, always to discover that they cannot exhaust the wonders of this region.

Accommodation at Jasper Park is excellent and you may choose luxurious surroundings or a simple family cottage. Three miles from





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the town of Jasper is the famous Canadian National Railways hotel, Jasper Park Lodge. There are several hotels, motels and motor hotels in Jasper town and a number of excellent, modern bungalow and cabin camps and camping grounds scattered throughout the park, many of them close to town, while others are along the highways or tucked away in more remote areas.

Sight-seeing buses make daily scenic trips to the many points of interest in the park, or, if you do not have your own car, you may rent a drive-yourself car and explore the region at your leisure. A thrilling journey by Jasper Sky Tram almost to the summit of Whistler Mountain unfolds a magnificent view of the Jasper area.

Ski enthusiasts will find the Jasper area one of the finest skiing spots in North America. Deep powder snow, long slopes, bright sunshine and moderate weather attract both expert and novice from many parts of the continent. Skiers delight in the excellent facilities of Whistler Mountain and Marmot Basin, and the thrilling runs at Tonquin Valley, Maligne Lake and Mt. Edith Cavell.

If you have never seen Jasper Park, a wonderful experience awaits you. If you are returning for the second or third time, you will find hundreds of new places to see and will have the delight of discovering the old scenes afresh.





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